



SAMFORD PARKLANDS VILLAGE GREEN

COMMUNITY ENGAGEMENT

OVERVIEW

As part of the initial design response, Lat27 and MBRC undertook a community engagement day on 17 November, 2020, at the Samford Community Hub. It was attended by approximately 30-35 members of the Samford community, Council officers from various departments representing a range of stakeholder views, and representatives from various local groups and organisations.

The workshop was enthusiastic, with the design process becoming largely community-led. This section summarises the findings of the day, including:

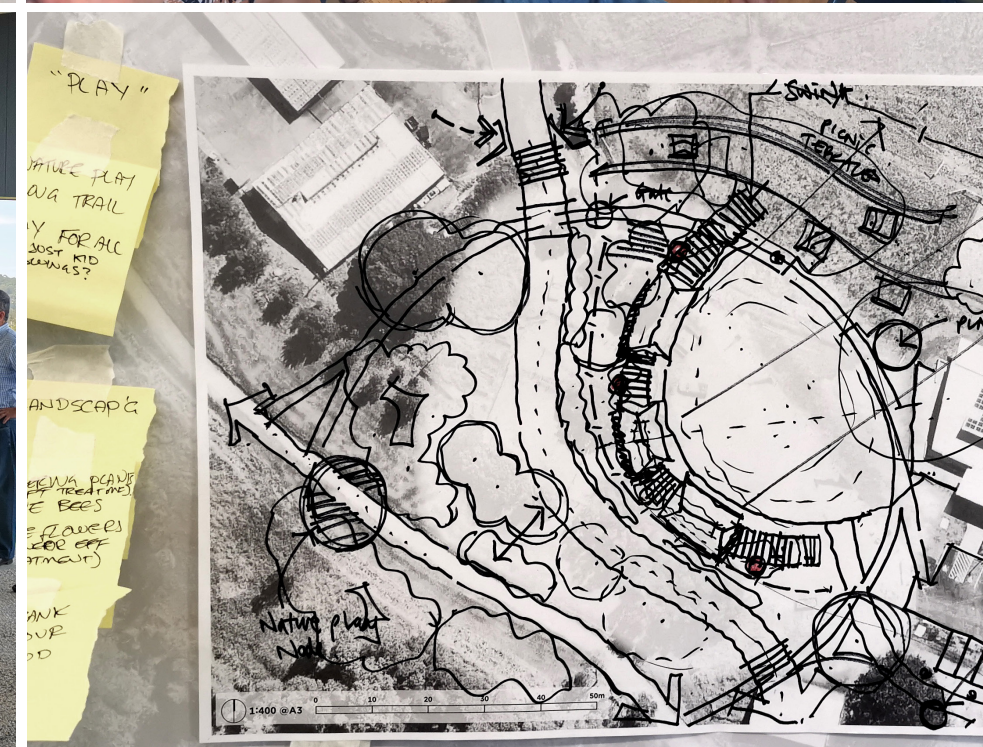
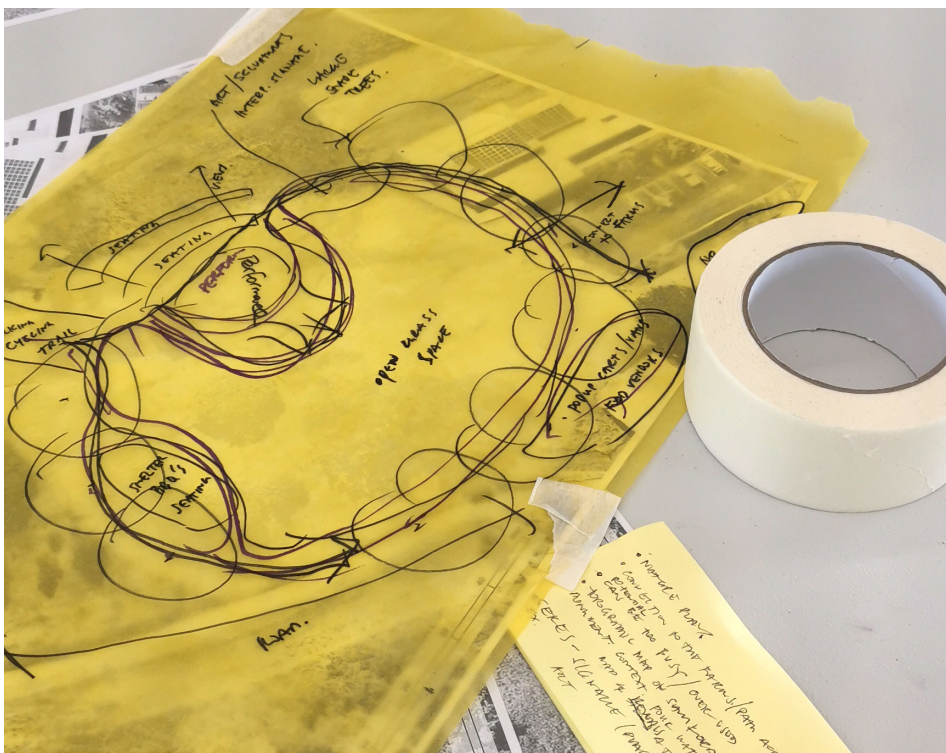
- Common challenges
- Community values
- Site Values; and

COMMON CHALLENGES

Over a series of discussions throughout the day, the community and Council Officers were asked to identify the challenges in developing a concept of the Samford Parklands Village Green.

The challenges identified include:

- **Samford's cultural identity** and how does it connect to the Village Green?
- **The physical connection between Samford Village and the Village Green** - how do visitors get there?
- **Vehicular access to site** - Co-ordination required with State Roads upgrades
- **Vehicular and pedestrian safety** to/from/throughout the site
- **Spatial needs** of various organisations
- **Shade and accessibility**
- **Strengthening existing relationships and/or partnerships between organisations that currently occupy the site**
- **Fostering relationships between new organisations or stakeholders that may occupy the site**
- **How to better activate the site for current and regular users?** i.e. sporting clubs in the area, users of the Community Hub Building
- **Preservation and celebration of views**
- **Preservation and celebration of the local, historical, and rural heritage** of the site, and of the Samford region



COMMUNITY VALUES

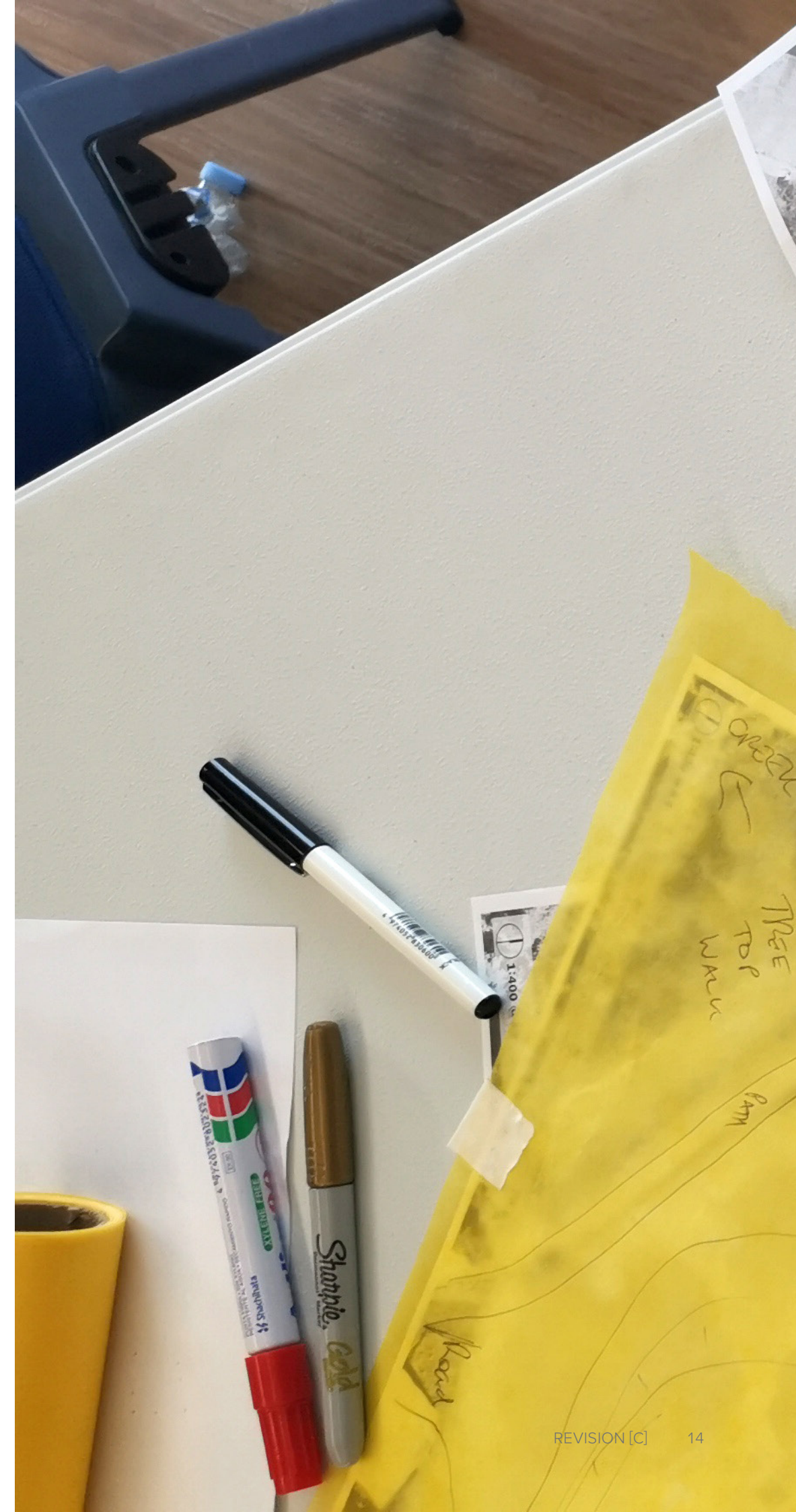
Through group discussions and individual presentations from workshop attendees, a number of values within the community were identified. These are summarised below:

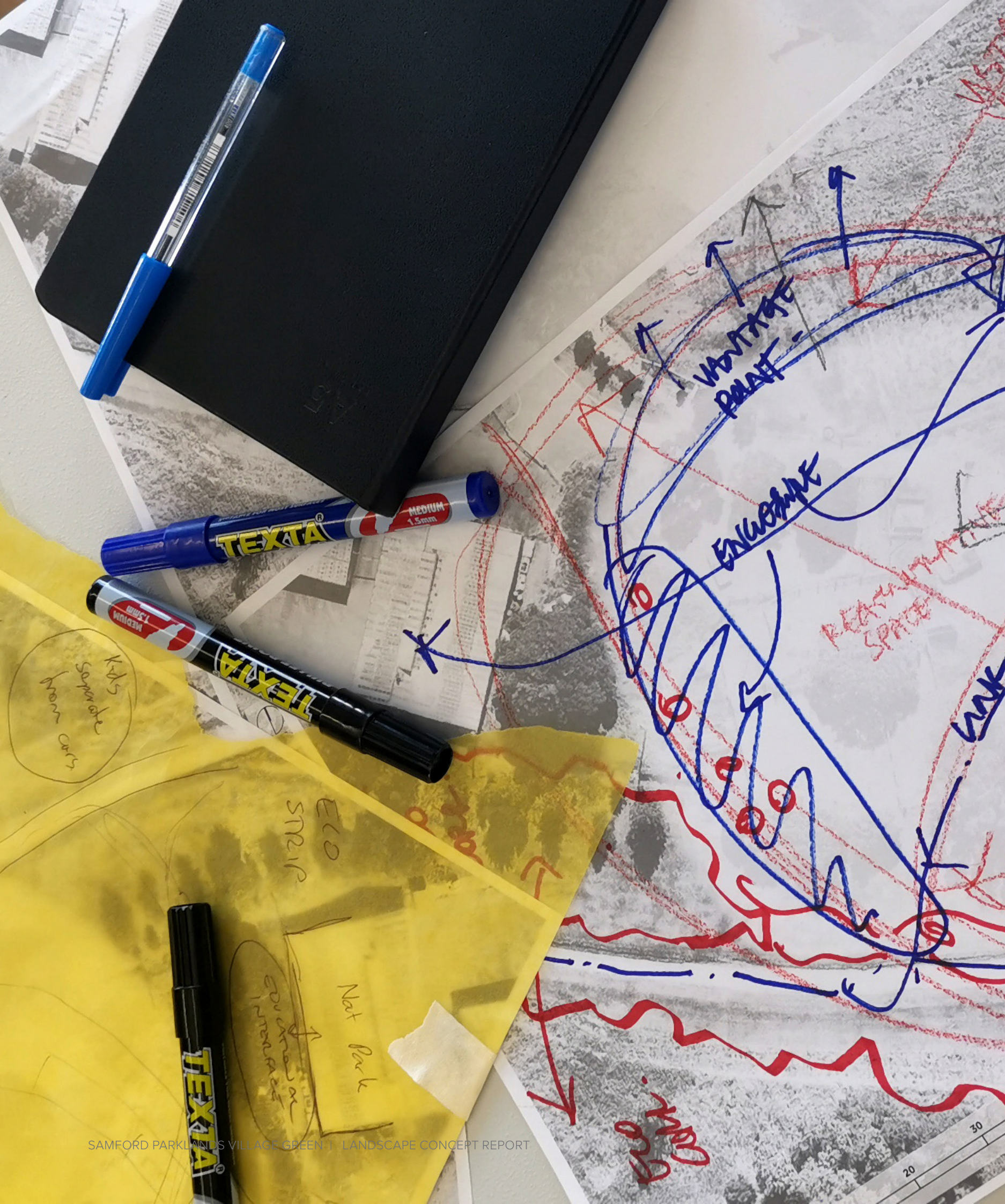
- An appreciation for the many types of current users of the site and how they interact with the space - walking, riding, community activities, recreational play, adjacent sports facilities
- A strong rural heritage and identity
- Shared values of nurturing, giving back, helping each other, and supporting those in need
- Shared values of education, sharing, teaching, and connecting
- A strong presence of charities, organisations, and community support groups of different scales
- A pride in local goods and services
- A pride in local production and enterprise (e.g. produce, agriculture, art etc.)
- An interest in sustainability and connection with nature and the land

SITE VALUES

A number of common site values were also identified in the first stages of the engagement workshop. These are summarised below:

- The site is seen as a reflective, calming space, and a place to connect to nature - a sense that the site is *"The place where time forgot."*
- The site has a strong rural heritage identity and history (CSIRO presence, beef cattle, current agistment)
- Walking trails and pedestrian access to and within the site are highly valued and should be enhanced, maintained, and promoted
- The site as a deliberate rural scenic gateway to Samford Village - a rural town feel
- The Community Hub Building is an already well-appreciated and well-utilised space for the local community to work, play, and connect
- The site's role as a open green space buffer between the region and the Village





THEMATIC ASPIRATIONS

When asked “What do you want this place to be / have?”, an energetic group discussion led to a number of thematic words and values emerging for the future Village Green. These included:

- **SHARE:** a place to share and connect
- **LOCAL:** local produce, local identity, local community
- **NATURE PLAY:** engage with the earth
- **RELAX and REFLECT:** “Come and exhale” and “Don’t fill it all up!”
- **RURAL HERITAGE:** Preserve it, Celebrate it. Site should fit in Samford, be unique to Samford
- **CATALYTIC:** a springboard to other places in Samford
- **LAND/NATURE BASED:** A sensory experience
- **SHADE:** shaded walks and trail connections
- **GREENING:** a doing word, to green the environment, to green our lives
- **GROUNDING:** a place that connects people to the land, mentally and physically
- **WELCOMING:** a place for everyone, a meeting place



COMMUNITY ENGAGEMENT WORKSHOP OUTCOMES

After the presentation of research, and general discussions and individual presentations, the community attendees were organically broken up into smaller groups, and asked to put pen to paper and sketch out their ideas for the Samford Parklands Village Green.

The design outcomes from the community consultation day showed common threads of thought and values. Though attendees represented different groups and organisations, many elements and qualities could be distilled from the workshop.

The aspirations and outcomes of the Workshop Stage of the community consultation are summarised below.

DESIGN EMBELLISHMENTS



Open green spaces for passive recreation and contemplation



Interpretive signage for orienting, and ease of access and wayfinding on and beyond the site



Shade trees and/or shading devices



BBQ facilities



Informal picnic, gathering, rest areas



Nature play areas (dry or water play)



Multi-functional, open space for pop-up events and activation (markets, food trucks, festivals etc.)



Art in the landscape or as a feature



Walking / cycling trails to and through the site



Planted buffer zones with native or edible species

DESIGN VALUES



Separation of pedestrians and vehicles within the site



Design that encourages slow vehicle movement



Use of rural aesthetics and materiality - timber and tin - and adaptation of found objects



Lighting to footpaths and recreation facilities



Clear lines of sight for safe circulation and occupation of site



Maintain views across the green, from within the site to the mountains, as well as views of the site on approach

SAMFORD VALLEY THE PARKLANDS



79 RESPONDENTS WERE FEMALE

34 RESPONDENTS WERE MALE



SAMFORD PARKLANDS IS...

SHARED LOCAL NATURE RURAL
GREEN RELAXED HISTORIC SOCIAL



3 respondents work here **13** Volunteers in the Parklands

79 Walkers or Cyclists in the Parklands

13 Play sports here **34** Visitors to the Parklands

43 respondents see the Parklands as an important part of the Samford region



COMMUNITY ONLINE SURVEY OVERVIEW

Discussions at the first Community Engagement Workshop in November, 2020, established a number of themes, design values, and design embellishments. While these qualities were commonly shared by the workshop attendees, further community consultation was undertaken prior to conceptual development of the Samford Parklands Village Green.

With the goal of confirming and validating the community's aspirations for the future Village Green, an online survey was undertaken by MBRC to the general public and overall, wider Samford community. Character imagery relating to the design values and embellishments that emerged from Workshop 1 were used. The survey was open to the public from 2020 to early 2021.

The adjacent figures and thematic values show the results of the online survey conducted.



110 RESPONDENTS LIVE IN SAMFORD VALLEY



14 RESPONDENTS WORK IN SAMFORD VALLEY



1 RESPONDENT VISITS THE REGION



5 VISIT BY BIKE



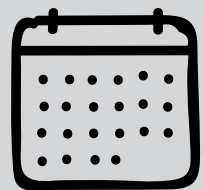
85 VISIT BY CAR



22 WALK TO THE PARKLANDS

THE FUTURE VILLAGE GREEN IS...

SHADED
PEOPLE FOCUSED
ACTIVE
PRODUCTIVE
VISTAS
OPEN
PRODUCTIVE
FLEXIBLE



21 MONTHLY VISITORS

55 WEEKLY VISITORS

18 DAILY VISITORS





01



02



03



04



05



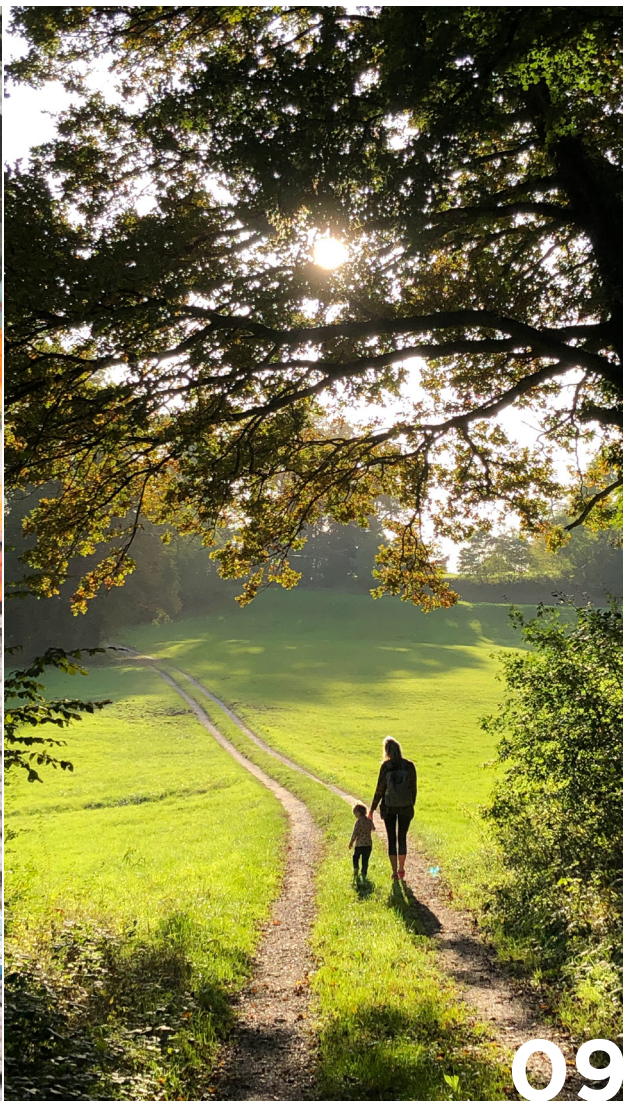
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07



08



09



10

COMMUNITY ONLINE SURVEY
TOP PICKED IMAGES BY CATEGORY

- 01 RURAL AESTHETIC
- 02 OPEN GREEN SPACES
- 03 INTERPRETIVE SIGNAGE
- 04 SHADE
- 05 BBQ / PICNIC FACILITIES
- 06 MULTI-FUNCTIONAL
- 07 NATURE PLAY
- 08 ART IN LANDSCAPE
- 09 WALKING / CYCLING
- 10 PLANTED BUFFER ZONES

FUTURE VILLAGE GREEN
TOP 3 IMAGES



46 VOTES



40 VOTES



31 VOTES

04

SAMFORD PARKLANDS VILLAGE GREEN

VISION REFINEMENT

OVERVIEW

Lat27 have synthesized the community feedback on the qualities and experiences of the future Village Green into a series of mood boards to convey typical character and materiality.

Images were selected on their ability to convey a quality of:

- Natural honesty
- Materials that would age gracefully in place
- Robust materials of steel, timber, and stone
- A spatial quality of relaxation and a sense of calm
- Agricultural endeavor



