

Samford Glasshouse Precinct Revitalisation


Community Engagement Summary

April 2024





Acknowledgement



City of Moreton Bay acknowledges the Jinibara, Kabi Kabi, and Turrbal peoples and pays respects to Elders, past, present and emerging.

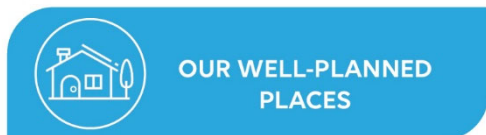
Council recognises that the Moreton Bay region has always been a place of cultural, spiritual, social, and economic significance to its Traditional Custodians.

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.

Alignment with our roadmap

The Samford Glasshouse Precinct Revitalisation Project is helping to achieve the outcomes of our Corporate Plan 2022–2027 and realise our vision: **Our Moreton Bay. Amazing places. Natural spaces.**

The strategic pillar this project specifically relates to is:



By 2033, our Moreton Bay will be a network of well-planned and connected places and spaces, enhancing lifestyle, accessibility and employment choices.

Read more about Council's Corporate Plan and the pillars that underpin it at <https://www.moretonbay.qld.gov.au/Services/Reports-Policies/Corporate-Plan>

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New era for glasshouse precinct

Council is considering options for the future of the Samford Glasshouse Precinct to support community and economic outcomes for Samford and City of Moreton Bay.

The Samford Glasshouse Precinct is located within the 288 hectare Samford Parklands. Council acquired the land for the parklands more than 20 years ago to develop its potential as a community asset and improve open space connectivity. The area is zoned Recreation and Open Space. As stewards of the land, Council aims to develop the Parklands via a staged approach to support the Samford community to thrive while maintaining the unique identity of the area. Over the last 20 years, Council has done significant master planning for the site.

“Surrounded by hills, Samford Valley sometimes feels like another world as you drive over the range. There is a distinct rural feel here.”
Consultation participant

Most recently, in November 2020, Council delivered the Samford Community Hub (SCHUB), which is tenanted by Samford Support Network, Meals on Wheels and Carers Foundation with other spaces for hire. The parklands are also home to (not an exhaustive list):

- Samford Community HUB
- Samford Community Gardens
- QLD Parks and Wildlife Service
- Samford Valley Target Archers
- Samford Tennis, Netball and Football Clubs
- Samford Avenue of Honour
- Samford Parklands Skate Park.

The next stage to be delivered is the Village Green, which will be located northwest of the Samford Glasshouse Precinct.

The Village Green will include a large lawn for big gatherings, small event spaces, picnic shelters and seating, productive planting beds and trees, a play space for children and additional carparking

with an access road. Construction will be undertaken over two years and expected to commence in 2024.

In late 2020, Council invited EOIs to lease and activate three separate lots within the Samford Glasshouse Precinct. By March 2023, all potential proponents had confirmed they could not progress as the high costs of the works required on the site rendered it commercially unviable.

Aligned with Council's Corporate pillar of Our Well-Planned Places, this consultation aims to inform the revitalisation of the Samford Glasshouse Precinct to meet the needs of the Samford community while adding another unique offering/s to benefit City of Moreton Bay. The findings of this consultation will inform the development of a concept that balances community aspirations and the needs of industry and businesses that will activate the site.

Engagement snapshot

Between 6 November 2023 and 4 December 2023 we had:



2,230+
webpage
views



Meetings with **15**
site stakeholders
and **2** community
events



78 survey
responses
submitted

Through these engagement opportunities, we heard...

- the precinct is large enough to comfortably house a multi-use facility or offering with more than one user group
- a space catering for the thriving arts sector is desired within Samford
- urban farming in the Parklands should continue and be integrated with future development
- there is a need for a branded destination that attracts tourists while acknowledging the rich history of the site and the local character of the place
- future operators on the site should share common values that reflect the values of the broader Samford community.

How we engaged

With a genuine willingness to listen, Council engaged to:

- inform the Samford community about the Samford Glasshouse Precinct Revitalisation project
- provide the opportunity for the community to have input in the early stages of the project
- support relationship building with key stakeholders
- foster trust in Council to act transparently in the community's best interests in undertaking this project (e.g. preservation of history).

In particular, we focused on the Samford Valley and Surrounds community that has a total population of 12,876 (data from ABS 2023).

This summary report presents the findings of three engagement tools that were implemented to hear from a variety of stakeholders with an interest in the precinct.

Community survey

The online survey sought information about the current uses within the Samford Parklands and what additional features or opportunities could enhance this offering. Survey logic filtered questions based on the group/s the respondent identified with (visitor, business owner resident or community group). This filtering allowed more relevant questioning, including exploring drawcards for visitors to City of Moreton Bay and potential business opportunities.

The survey was open for four weeks from 6 November to 4 December 2023. Participation in the survey was encouraged through a targeted communication campaign that included:

- a geo-targeted social media
- a dedicated project page on Council's Your Say Moreton Bay website
- an invitation to interested groups to share information via their own channels
- an article in the local community newspaper
- an email newsletter to registered Your Say Moreton Bay community members
- social media by the local Councillor.

Stakeholder meetings

We invited stakeholder groups to participate in face-to-face meetings on site. These meetings were led by independent consultant Fourfold Studio. Invitees included current and potential future users of the Samford Parklands, business owners and operators, farming and horticultural stakeholders and key groups and thought leaders representative of the arts and wider Samford community groups. During the meetings we discussed:

- potential opportunities, uses and activations of the Precinct
- complimentary uses that could co-exist in the space
- resources and technical requirements of any potential activations
- the variety of potential management models and how they could be implemented.

Other engagement events

To ensure the engagement reached the widest possible audience, Council attended the Samford Chamber of Commerce Annual General Meeting and engaged in a brainstorming activity with the Samford business community. We also held a pop-up in John Scott Park on a Saturday morning.



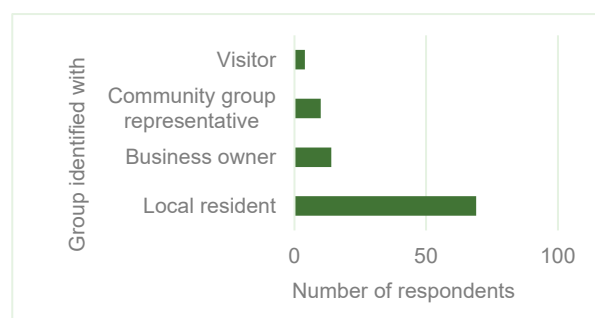
Who participated

From Moreton Says (moretonbay.link/moretonsays), we know 91% of Samford Valley and surrounds residents are proud of where they live. The community shares values of nurturing, giving back, helping each other, supporting those in need, educating and connecting.

Community survey

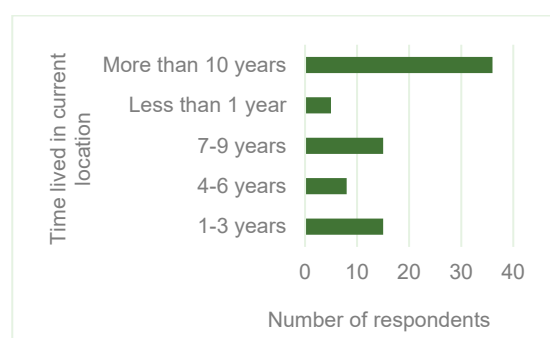
Group identified with

Of the 78 survey respondents, 87% were current residents of Samford Valley and surrounds, 17% were business owners and 12% were community group representatives.



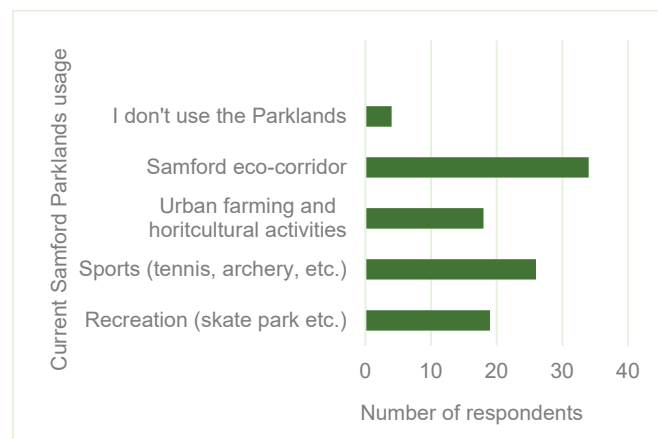
Duration lived in current location

Of the 78 survey respondents, 64% had lived in the area for more than seven years.



Connection with Samford Parklands

A key objective of the Samford Glasshouse Revitalisation Project is to provide a space that does not duplicate what currently exists in the area. Therefore, it was important to understand what uses respondents already took advantage of in the Samford Valley and surrounds, and more specifically at the Samford Parklands.



Meetings

Across six meetings, we met with 15 key community stakeholders. Attendees at the meetings represented:

- Samford Progress Association
- Samford Eco Corridor
- Samford Community Hub management
- Creative Samford
- Samford Community Farm
- Samford Chamber of Commerce
- various Samford small business and non-profit organisations.

Other engagement events

Twenty-eight Samford business community representatives participated in the brainstorming activity at the Samford Chamber of Commerce Annual General Meeting.

Thirteen community members spoke to the project team at the pop-up in John Scott Park.

What we heard



Key themes

When collating the data from the online survey, stakeholder group meetings and other engagement events, similar themes emerged. Specifically, strong desire was expressed for:

- more space for the thriving arts community
- a space and offerings that leverage the urban farming in the parklands
- a unique offering to attract tourists while acknowledging the rich history and local character of the place
- and above all, something that is largely community-centric that brings people together and operates with aligned values.

Enhancing the arts community

Samford Valley and surrounds has a vibrant arts community made up of professional artists, hobbyists and many in-between. A common theme from the consultation was a lack of space for workshops, performances and showcases of local artists' work.

“In Samford, we have the best artists in Australia and the world and yet there is no place or space for them.”
Consultation participant

Supporting urban farming

The Samford Parklands is home to urban farming. The consultation revealed a strong desire for urban farming to continue in the Samford Parklands and for it to integrate with future development in the Glasshouse Precinct.

“A purpose built education building and urban farm to provide education for growing food, regenerative agriculture and sustainable living.”
Consultation participant

Branding a destination

Another key theme was the need for a “branded destination” that attracts tourists while acknowledging the site's rich history and the character of the local area. Potential for a unique visitor experience was noted.

Some of the suggestions for how this could be achieved included a paddock-to-plate offering (e.g. farm café), a micro-brewery, or a wedding and events venue.

“As a “village” Samford is a unique balance of rural and urban. It feels like a more modern, faster paced Maleny or Montville.”
Consultation participant

“It's got such a beautiful aspect. I think whatever is created needs to be beautiful in its design as a feature of Samford.”
Consultation participant

While there was Strong desire to actively acknowledge the history of the site, there were mixed views on how this could be achieved. A couple of meeting participants indicated preservation of all or parts of the existing glasshouses structures was important. Many others were comfortable with it being demolished and something fit-for-purpose created in its place that appropriately referenced the past.

“My personal opinion is that the building should be knocked down. It's just an old structure on concrete - I think whatever needs to be there needs to be beautiful in its design as a feature of Samford.”
Consultation participant

“The hard part is this - we've let go of the glasshouses - the pretty one was taken away and the ones that are left are the ugly hard to use spaces.”
Consultation participant

“Artists are drawn to the historic facility - if you demolish what exists there you lose the history, it creates an interesting conversation.”
Consultation participant

Community-centric and values aligned

There were consistent views that future occupants of the site must have shared values that contribute to the successful operation of the facility and align with the values of the broader Samford community. Offerings on the site should be collaborative and complementary. It was noted that bringing people together should be prioritised with a need for more social opportunities and gathering places identified.

“Sharing of common values is important - if you're in competition you're dead - collaborating with others is the only way to move forward.”
Consultation participant

Other feedback

The stakeholder meetings enabled us to delve deeper than the online community survey. Meetings were held with groups of stakeholders with a common interest in the precinct.

Urban farming stakeholders

Two farming groups operating within the Samford Parklands at the time of the consultation attended this meeting. They proposed farming education offerings, community memberships and outreach programs to connect people. They felt a commercial element is currently missing and a paddock-to-plate style café would have merit. Some thought small-scale event spaces were missing from the area and could also be supported here. It was believed the following could comfortably coexist in the Glasshouse Precinct:

- an events space that could be used to generate revenue
- an undercover, outdoor area for education programs and workshops
- kitchenette and office spaces that could accommodate community and volunteers.

Business stakeholders

The business stakeholders expressed similar sentiments to the urban farming stakeholders. They supported a space that would contribute to the 'foodie hub' perception of Samford (this may include a fresh market offering). The site could operate as a farming hub that provides modular spaces for related services like urban farming education and retail. Business stakeholders identified the following technical requirements to activate the space:

- a teaching area for gardening and urban farming classes accommodating about 20 people
- 2000m² for therapeutic gardens
- infrastructure for indoor, outdoor and evening use.

Community group stakeholders

Community group stakeholders also expressed interest in food and beverage offerings, such as paddock-to-plate or a micro-brewery. It was noted there is no commercial gallery space in Samford and there is potential to increase retail opportunities that support the community. They saw great benefit in the creation of a managed facility that benefits many groups. Suggesting that the future management model should:

- not be run by volunteers. Past volunteer-run operations in other parts of Samford have faced challenges that if repeated here would compromise the viability of offerings in the Glasshouse Precinct.
- have Council involved in shaping the vision for the precinct to ensure it's a good outcome for Samford as a whole.

“I think there needs to be balance with community and commercial.”
Consultation participant



Arts stakeholders

Arts stakeholders had many ideas centred around the concept of a creative hub/ artist precinct that caters to local artists, community members and children. They suggested the space could include hireable studios, a gallery and shop. The importance of encouraging connectedness in the local creative community and providing accessible and inclusive space for all to enjoy was highlighted. Arts stakeholders identified the following technical requirements to activate the space:

- wide variety of performance, exhibition, commercial, gallery and entertainment spaces that could potentially be staged
- hireable messy/wet workshop spaces and maker spaces.



Samford is largely a rural community, however, it is close enough to the city to access all the facilities. I believe Samford could become an important cultural centre.

Consultation participant

Next steps

Thank you to everyone who contributed during the consultation period. Your feedback has given us important insights into what is needed and desired in Samford and more widely in City of Moreton Bay. It will help to shape the future of the Samford Glasshouse Precinct.

Council will now consider feedback alongside best practice design principles, site constraints, project budget and market quotes to determine what can be designed and delivered in the future.

Any updates, plans and other opportunities for input will be provided on the Your Say Moreton Bay platform. Visit moretonbay.link/samford-glasshouse-precinct-revitalisation-project





For more information on our new Corporate Plan and Pillars
scan the QR code or visit moretonbay.qld.gov.au