Developers Payce Consolidated and Sekisui House have submitted a long awaited development proposal for one of Brisbane’s most premium development sites along Boundary Street in West End.

Formerly housing the Peters Ice Cream factory, West Village is a masterplanned urban community housing 1350 apartments, a 4500sqm supermarket, 500sqm of community facilities, a 450-space public car park, and parking for 1600 bicycles.
The mixed use $800 million precinct is broken up into three stages and includes seven residential buildings of varying heights:

- **Stage 1** – A code assessable development application over an area being greater than 10,000m² for 2 multiple dwelling buildings being less than or equal to 15 storeys above a retail / commercial podium and basement car parking.
Stage 1A – An impact assessable development application within the Heritage Curtilage involving the adaptive retail / commercial reuse of the existing local heritage buildings, village green and retail pods.

Stage 2 – An impact assessable development application for 3 multiple dwelling buildings ranging from less than or equal to 15 storeys to no greater than 20 storeys above a retail / commercial podium which includes an individual tenancy of no greater than 4,500m² gross floor area being for a super market tenancy, parking station and basement car parking.

Stage 3 – A code assessable development application for two (2) Multiple Dwelling buildings ranging from less than or equal to 19 storeys and no greater than 25 storeys above a Retail / Commercial podium and basement car parking.

According to the DA, the masterplan boasts the following design principals:

**Our Big 5 Design Moves**

*Embodying the aspirations set by the community & committed to by the project team, these key moves aim to celebrate West Village as the centre of community life in West End.*

1 Embrace Boundary St

Boundary St has long been the centre of life in West End.

Opening up the site & embracing Boundary St will create a seamless extension of the public realm allowing its High Street to expand into a lush, sub-tropical community heart at West Village.

2 Maximise Open Space

West Ender’s & Brisbane urbanites relish in their relaxed outdoor lifestyle.

Re-imagining the precinct as a cathedral in the round – with two striking heritage buildings surrounded by open public space. Places to sit, gather, relax and celebrate local events – in lush sub-tropical gardens with views to our big blue sky.

3 Celebrate Pedestrian Connections

Extending through the site with unique laneways, paths, squares & stairs

Understanding the character of West End & heritage fabric of the site, each of the 6 laneway connections is celebrated to create a series of unique experiences which connect West End.

4 Reinterpret The Site’s Existing Hill

Cascading public realm which appropriates the ridge line & natural fall across the precinct.

A precinct landscape that reinterprets the existing hill – framing views, reinstating green, providing a landscape of discovery. ‘The Steps’ becoming West End’s own Spanish Steps, a place to meet, sit, watch the world go by.

5 Benchmark Sub-Tropical Gardens

In an area with beloved parks & riverscapes, this is West End’s central urban garden.
With people and public space at the fore, West Village will provide West End with benchmark sub-tropical landscapes, a series of continuous green corridors through the precinct and a lush, garden setting for West End’s heart.

The masterplan seeks to create 9 new public spaces:

6 New Laneways

- Factory Lane, Gun Shop Lane, Little Jane Lane, Mollison Lane, Peters Lane, Wilson Lane

With newly restored industrial edges, Factory lane picks up the industrial aesthetic and becomes WV’s chic, authentic working lane. Think Flinders Lane Melbourne – small bars, up & coming restaurants, gallery openings which spill onto the laneway at night. It’s flexible design allows for markets, festivals, temporary events- Factory Lane is the spine WV’s laneway events spill from.

2 Squares

- The Common Peter’s Square:

Its vibrant open frontage embraces Boundary Street. Flanked with cafes, bars and the newly restored Ice Cream Factory, West End locals and Brisbane urbanites meander along shaded paths on their way to grab a coffee, buy fresh bread or just watch life pass by from the shade of one of West Villages beloved Fig Trees.

Rich with activity and texture and surrounded by terracing, Peters Square is the contained working heart of West Village. Flanked with retail and fresh produce, this is the market square fine-tuned to our climate and lifestyle. Shaded seating with views across the square and up the laneways are the perfect place to meet up with friends, or stop and have an ice cream.
The Steps

- West End’s Spanish Steps

The Master Plan:
Driven by 5 Big Design Moves, supported by 9 New Public Spaces and 2 Heritage Buildings, the Master Plan delivers a true urban community, with the pedestrian experience and local spirit at its core.

1. The Common
   - Lightweight plan - rich, open, fast - not just West Village’s front door but a new social heart for West End

2. The Ice Cream Factory
   - A Vehement landmark, revitalised with a lightness & openness of approach

3. Gooey Lane
   - An exceptional lane way providing a pedestrian portal to the site from Melbourne St

4. Peters Lane
   - The village high street, the main pedestrian connection. Ranked by active edges, with colourful market-style offerings

5. The Case Factory
   - The industrial character articulated through refined new piers, additions & insertions

6. Factory Lane
   - Edgy, gritty, industrial cool - Factory lane is West Village’s true working lane

7. Peters Square
   - The sub-tropical market square and working heart of West Village

8. Millison Lane
   - Open, green, sophisticated - small boutique retailers look down to Peters Sq beyond

9. Millison Street
   - The city address - a sophisticated retail edge continuing Melbourne Street’s “Sub-tropical Boulevard”

10. Little Area Lane
    - Lush, green link to West End State School & parks beyond

11. The Slugs
    - One of West Village’s great public gestures - West End’s Spanish Steps

12. Wilson Lane
    - Compressed, textured, urban - an entry through art for those in the know
Public Realm Vision:

The DA number for this development is A004115562.

Images supplied by DA document.