



BRISBANE CITY CENTRE MASTER PLAN 2014

A VISION FOR
OUR OPEN CITY

brisbane
australia's new world city



Dedicated to a better Brisbane

LORD MAYOR'S FOREWORD



Brisbane is on the brink of an exciting period of transformation and unprecedented economic opportunity. As Australia's New World City and gateway to Asia, Brisbane is emerging as a thriving hub for business and innovation.

The *Brisbane City Centre Master Plan 2014* has been developed to ensure we capitalise on this vast potential and seize today's opportunities. Brisbane's economy is predicted to double over the next 20 years, with demand for office, retail, residential and hotel space in the city centre expected to equate to around 50 new towers.

Brisbane City Council's master plan sets the vision for an open city – open for business, an open outdoor lifestyle and a vibrant heart that's open for all to enjoy.

A thriving city centre is vital to Brisbane's continued prosperity and the quality of life we enjoy. This plan delivers a coordinated strategy to guide future growth and investment in our city centre over the next 20 years, while ensuring a safe and attractive city heart is a continuing source of pride.

The plan promotes Brisbane's continued maturation as an energetic, subtropical city with the public spaces, transport and infrastructure necessary to support the expansion of business and lifestyle precincts.

I thank the residents, industry experts and members of the business community who have provided valuable input into this important plan for the future of Australia's New World City.

Graham Quirk
LORD MAYOR

CITY CENTRE MASTER PLAN 2014 IN BRIEF

1
VISION

5
STRATEGIES

10 CITY-
MAKING
MOVES

31
TRANSFORMATIVE
PROJECTS



CONTENTS

How to use this document

The *Brisbane City Centre Master Plan 2014* is organised into four complementary sections.

The **Strategic Context** identifies our attributes and future opportunities, setting the scene for the Master Plan (Part A).

Part A: Master Plan outlines the vision, and five strategies that will guide our city centre into the future.

The Community Engagement section shows how the Ideas Fiesta captured community input on the master plan and informed the Delivery Framework (Part B).

Part B: Delivery Framework presents the 10 'city-making moves', comprising related projects and initiatives that will deliver the vision and strategies in Part A, and transform Brisbane's city centre.

Colour-coded icons and dots have been used to show the important links between the vision and strategies in Part A and the city-making moves and transformative projects in Part B.

STRATEGIC CONTEXT

STRATEGIC CONTEXT	4
A New World City	6
A subtropical city	8
A river city	10
Our city centre is growing	12
The city of our dreams	14

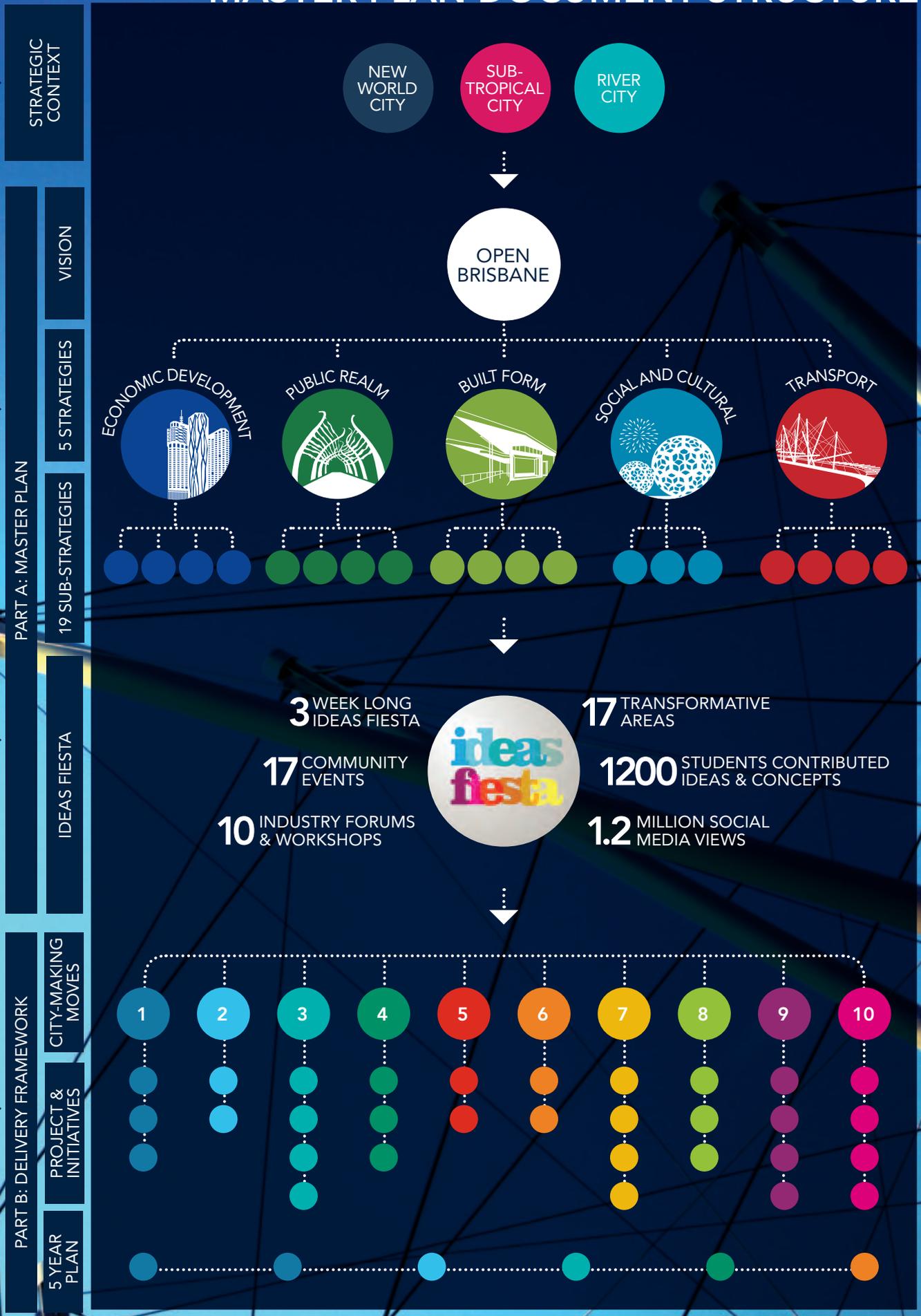
PART A: MASTER PLAN

VISION	18
STRATEGIES	20
01 Economic development: Boundless opportunity	22
02 Public realm: Leafy outdoor lifestyle	36
03 Built form: Buildings that breathe	48
04 Social and cultural: A stage for urban life	60
05 Transport: Where people connect	70
IDEAS FIESTA	80

PART B: DELIVERY FRAMEWORK

INTRODUCTION	86
CITY-MAKING MOVES	92
01 A river lifestyle	100
02 City bridges	108
03 City boulevards	114
04 A green spine	122
05 Grand arrivals	130
06 Transit city	136
07 The inner-city stitch	142
08 Distinctive architecture	150
09 24/7 event city	156
10 A creative economy	164
5 YEAR IMPLEMENTATION PLAN	170

MASTER PLAN DOCUMENT STRUCTURE



THE FORCES THAT SHAPE US

The *Brisbane City Centre Master Plan 2014* sets the vision and strategic framework to guide a generation of growth in our urban heart. This plan reinforces the city centre as the showcase for the best of everything Brisbane has to offer.

To compete in a competitive global market, cities need to take advantage of distinct attributes and establish a unique identity. Brisbane has a coveted subtropical climate, a handsome river that meanders through our heart, and a robust economy fuelled by natural resources, skilled workers and strong links to Asia.

We can harness economic opportunities to create buildings, places and spaces that celebrate our pleasant climate and natural assets. Pairing economic opportunity with a fantastic lifestyle will ensure Brisbane attracts a talented workforce and sustains our prosperity into the future.

Context sets the scale and direction of future opportunities. This section of the master plan explores our economic and natural context and identifies the opportunities for our city centre to realise its truly great potential.

NEW
WORLD
CITY

SUBTROPICAL
CITY

A RIVER
CITY



STRAIGHT GIX WETH H N RO C

BRISBANE IS...

A NEW WORLD CITY

6

Brisbane is Australia's New World City and the fastest-growing mature city in the world. The past two decades of strong population and economic growth have contributed to Brisbane's economy reaching \$135 billion, accounting for 48% of Queensland's total GDP.

Robust growth is being fuelled by our commitment to innovation, the underlying long-term strength of the resources sector and the largest public infrastructure spending program in Australia's history. This winning combination makes us a globally attractive place to do business.

With an investment pipeline of \$142 billion, Queensland's resilient resources sector presents the single most significant opportunity for the capital's economy over the next 20 years. This prolonged growth accounts for almost one-quarter of Brisbane's economy and is attracting world-leading skills, technologies and talent. Several resources companies now make Brisbane their global headquarters.

Brisbane is backing this exciting new era with the infrastructure to support development. The Queensland Infrastructure Plan 2011-2031 identifies \$134 billion worth of development for Brisbane and surrounds. The Australia Trade Coast, home to Brisbane Airport and Port of Brisbane, is the nation's fastest-growing trade and industry precinct.

Already, Brisbane's Airtrain is the country's first dedicated rail link for airport visitors. Our sophisticated Busway network is leading bus transit in Australia and has resulted in a 92% increase in patronage on core services since 2004.

In parallel, we are an emerging force in the world's knowledge economy. Our health and life sciences, research and education institutions have gained reputations as leaders in their fields and attracted talent and investment from across the globe.

This year, the eyes of the world will be on Brisbane as we host the G-20 Leaders Summit. As the world's premier forum for global economic cooperation and decision-making, G-20 will be attended by up to 4000 leaders, finance ministers and other delegates, representing more than 85% of global economic output. Every four years Brisbane also hosts the Asia Pacific Cities Summit, welcoming more than 1100 delegates from 115 cities – just another demonstration of our position as Australia's gateway to Asia and the rest of the world.

These achievements have helped to make our city the engine room of the Queensland economy. Despite global uncertainty, our \$135 billion Gross Domestic Product is set to double over the next 20 years, putting Brisbane on track to become one of the world's most prosperous cities.



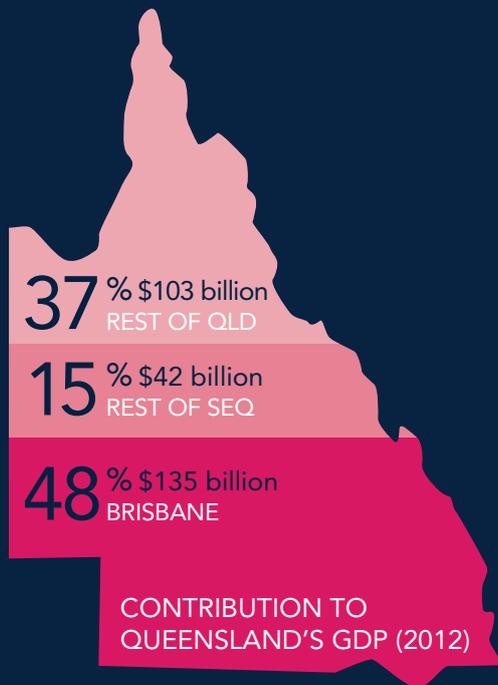
AUSTRALIA

12th



LARGEST

ECONOMY IN THE WORLD
...and the most resilient to economic cycles since 2008



QUEENSLAND



\$142 billion
commitment to
MINING
RESOURCE &
INFRASTRUCTURE
based projects and
development

BRISBANE

Brisbane has Australia's fastest growing airport with



3300 FLIGHTS
per week

21 million
PEOPLE ANNUALLY



BRISBANE IS...

A SUBTROPICAL CITY

It's our inviting subtropical climate and relaxed, outdoor lifestyle that sets Brisbane apart as Australia's New World City. Mild winters and brilliant summers have shaped our city's distinctive character. Tree-lined streets, riverfront parks, urban plazas, al fresco eating areas, well-used verandahs and balconies are all part of our way of life.

Water, openness and a love of space are reflected in our architecture and the design of our public spaces. Nowhere is this more important than in the city centre, the economic and cultural heart of Queensland and our shop front to the world. Here buildings, public spaces, parks, gardens and event venues are the physical expression of who we are and what we aspire to. Fine examples of modern architecture such as the internationally-acclaimed Gallery of Modern Art and Kurilpa Bridge, and outdoor settings such as King George Square, South Bank and Riverstage are all part of the visual mix that defines our cultural identity and reflects our confidence as a New World City.

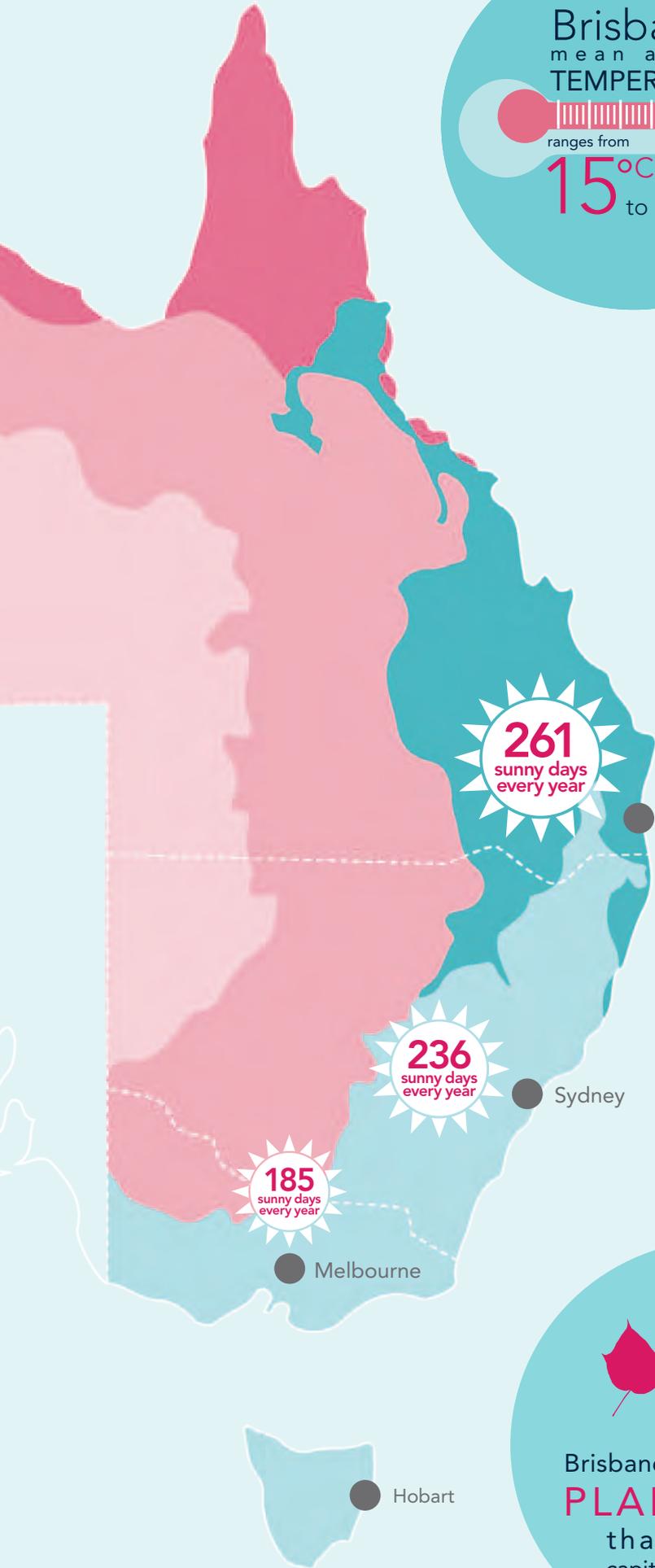
A city's lifestyle plays an essential role in creating a place where people want to live, work, play and visit. While people move to new cities for work, their decision to stay comes down to lifestyle. To attract and retain the most talented minds, we must position Brisbane as a destination of choice within the regional, national and global economies. Our success depends upon nurturing this high-quality lifestyle by investing in our city's cultural and recreational strengths.

Legend

 Capital cities

Australian Climatic Zones

-  Arid
-  Grassland
-  Tropical
-  Subtropical
-  Temperate



We have the only formalised centre for
SUBTROPICAL DESIGN
in the world

Brisbane has **MORE** native
PLANT SPECIES
than any other
capital city in Australia

BRISBANE IS...

A RIVER CITY

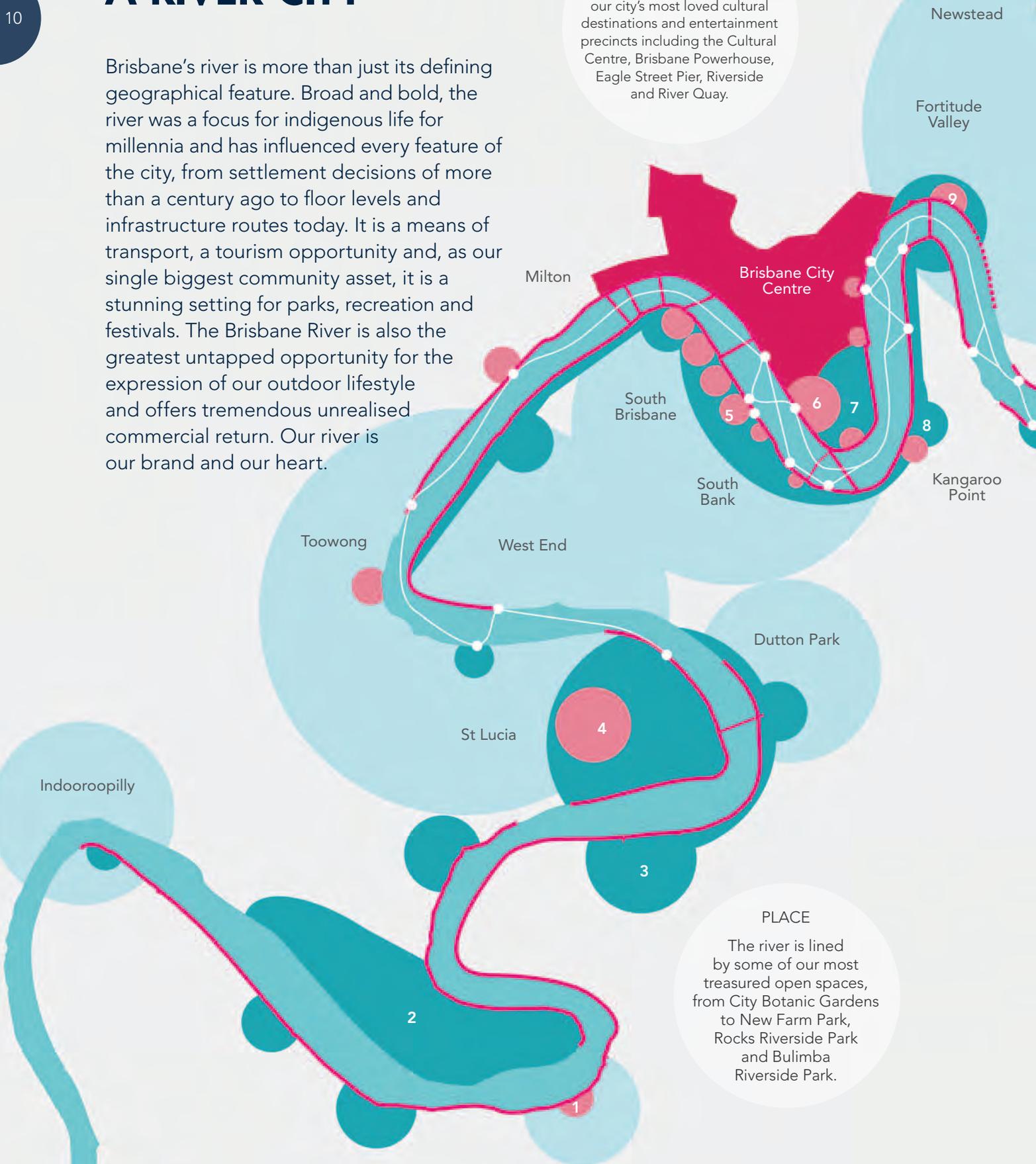
Brisbane's river is more than just its defining geographical feature. Broad and bold, the river was a focus for indigenous life for millennia and has influenced every feature of the city, from settlement decisions of more than a century ago to floor levels and infrastructure routes today. It is a means of transport, a tourism opportunity and, as our single biggest community asset, it is a stunning setting for parks, recreation and festivals. The Brisbane River is also the greatest untapped opportunity for the expression of our outdoor lifestyle and offers tremendous unrealised commercial return. Our river is our brand and our heart.

ENABLE

Our city's most iconic event, Riverfire, puts the river centre-stage in September.

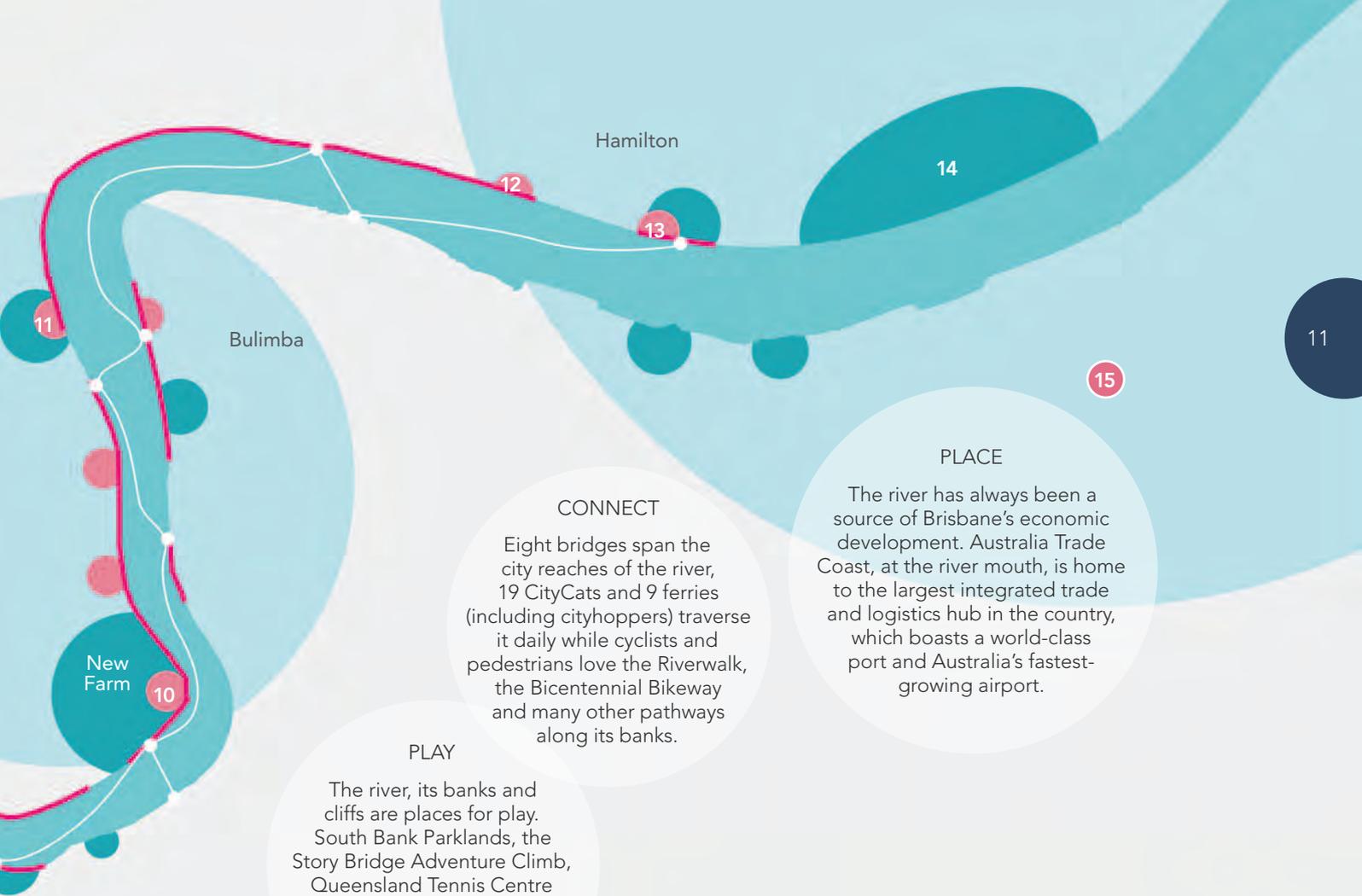
PLACE

The river's edge is home to our city's most loved cultural destinations and entertainment precincts including the Cultural Centre, Brisbane Powerhouse, Eagle Street Pier, Riverside and River Quay.



PLACE

The river is lined by some of our most treasured open spaces, from City Botanic Gardens to New Farm Park, Rocks Riverside Park and Bulimba Riverside Park.



CONNECT

Eight bridges span the city reaches of the river, 19 CityCats and 9 ferries (including cityhoppers) traverse it daily while cyclists and pedestrians love the Riverwalk, the Bicentennial Bikeway and many other pathways along its banks.

PLAY

The river, its banks and cliffs are places for play. South Bank Parklands, the Story Bridge Adventure Climb, Queensland Tennis Centre and Kangaroo Point Cliffs draw thousands of people outdoors, every week of the year.

PLACE

The river has always been a source of Brisbane's economic development. Australia Trade Coast, at the river mouth, is home to the largest integrated trade and logistics hub in the country, which boasts a world-class port and Australia's fastest-growing airport.

Legend

- Parklands and public space
- Destinations and activity
- River front paths and crossings
- Ferry terminals and routes

Brisbane's Riverfront Destinations

- 1 Queensland Tennis Centre, Tennyson
- 2 Indooroopilly Golf Course
- 3 Brisbane Corso
- 4 University of Queensland UQ
- 5 South Bank including the parklands, Queensland Performing Arts complex (QPAC), the Gallery of Modern Art (GOMA) and the Maritime Museum
- 6 Queensland University of Technology (QUT)
- 7 City Botanic Gardens and Riverstage
- 8 Kangaroo Point Cliffs and Park
- 9 Howard Smith Wharves
- 10 Brisbane Powerhouse and New Farm Park
- 11 Newstead River Park
- 12 Portside Wharf and Cruise Terminal
- 13 Hamilton Northshore
- 14 Royal Queensland Golf Club
- 15 Australia Trade Coast (north and south of the river) including Port of Brisbane and Brisbane Airport

It's only in recent years that we have started to reconnect with the river, transforming its edge from a neglected no-go zone to our city's most prized asset. In 2013, Council prepared the River's Edge Strategy. This detailed document takes in the river reaches from St Lucia and Yeronga to Bulimba and Hamilton and guides Council's plans to enhance recreational and economic development over the next 10 years. This strategy builds on existing successes and identifies new projects and initiatives under four key themes:

- **PLACE:** the creation of spaces and destinations on the river and along its edge.
- **PLAY:** the development of activities on or next to the river.
- **CONNECT:** ensuring smooth movement on, next to and across the river.
- **ENABLE:** the management and promotion of the river.

A key outcome of this master plan will be to implement the River's Edge Strategy. This means continuing to build on our recent successes in physically, culturally and economically engaging our city centre with the river.

Our city and river are inseparable. The river is no longer an edge or a barrier, but the centre of our city.

BRISBANE'S CITY CENTRE... IS GROWING

Over the next 20 years, our city centre is projected to grow dramatically. The numbers are staggering – around 50 more office and apartment towers will be needed to accommodate demand, there will be an 80% increase in public transport journeys as more people commute and city centre streets will have double the number of pedestrian trips. It's all the result of Queensland's projected economic growth over the coming decades and offers an unprecedented opportunity to transform our city's heart.

This peninsula is physically constrained by the river, which makes it a challenge to find significant redevelopment sites, especially those that can accommodate large office buildings. Already, the demand for city centre accommodation has been the impetus for new commercial precincts emerging in nearby Fortitude Valley, South Brisbane, Spring Hill, Milton and Woolloongabba. With their proximity to the city centre, these areas offer advantages such as easy access to skilled labour, customers, other businesses and key transport routes.

With demand for accommodation increasing, the city centre will, over time, expand both up and out. The projects, strategies and initiatives identified in the master plan will prioritise and direct investment in the city centre while strengthening connections to neighbouring business and lifestyle precincts.

BY 2031...



PEDESTRIAN TRIPS
on our city streets will

DOUBLE



2001 44 MILLION

2011 80 MILLION

BUS
TRANSIT IS
GROWING

2031 120 MILLION BUS
JOURNEYS



50 NEW
BUILDINGS

Inner-City
Brisbane (5km)



Legend: Land Uses and Activities

- Commercial, Office and Government Administration
- Health, Knowledge and Education
- Culture, Sport and Recreation
- Primary Retail, Entertainment and Dining

Areas of Interest:

- **CITY CENTRE CORE:** The primary location for the highest order business services, government, administration, retail, arts, culture and tourism facilities in our city.
- **CITY CENTRE FRAME:** Precincts immediately adjoining the city centre including South Brisbane, Fortitude Valley, Spring Hill, Kurilpa, Milton, Petrie Terrace, Woolloongabba and Kangaroo Point.
- **BRISBANE'S INNER CITY:** Neighbourhoods and employment destinations within 5km from Brisbane's City Centre. Many of these areas have been subject to urban renewal over the past 20 years as part of Brisbane City Council's neighbourhood planning process.

AN OPPORTUNITY TO CREATE... THE CITY OF OUR DREAMS

In the globalised knowledge economy, world cities are increasingly recognising the vital role culture plays in economic success.

Culture is what makes a city instantly recognisable – it's the look, life and spirit of the city and it's a powerful, dynamic force. Culture plays a key role in stimulating long-term economic and social growth. Increasingly, creative industries are contributing to not only a growing share of urban economies but helping to enhance their cultures. And culture, in all its diverse forms, is central to a city's appeal.

Attracting, retaining and cultivating talent has become common practice for enlightened cities in pursuit of prosperity. In order for Brisbane to compete on the world stage, it needs to be attractive to talent – both home-grown and from abroad.

Riverfire Festival Background Image: Atmosphere Photography

Brisbane is a diverse city and our heart is no different. As a city, we are youthful. Our largest age group is 24-40 which, hand-in-hand with excellent educational opportunities and nurturing of local talent, provides a valuable skilled workforce. We are multicultural, too. Brisbane is home to 83,000 international university students every year, 28% of our residents were born overseas and 16% of households speak a language other than English at home. This cultural diversity is just another strength that underpins our position as Australia's gateway to Asia and the world.

If we are to capitalise on this inherent richness the city centre, as Brisbane's cultural heart and primary meeting place, must be welcoming and engaging for all. A place where people meet to exchange ideas, trade and interact. A place that offers a wide range of cultural activity and fosters open-minded and diverse cultural life that enriches its strong identity.



BRISBANE FESTIVAL 2013



MORE THAN 1.1 MILLION PEOPLE ATTENDED including 470,000 for Riverfire

86 PRODUCTIONS + 17 PREMIERS including six world premieres and 11 Australian premieres

476 PERFORMANCES involving 2600 artists from 10 countries + collaborations with 136 creative companies

PEOPLE IN BRISBANE'S CITY CENTRE (DAILY)



King George Square

See a show at the Brisbane Powerhouse



Discover

east of Brisbane's laneways and small spaces



Stroll through the Queen Street Mall and Wintergarden for all the latest fashion



Meet friends for dinner and drinks at the Eagle Street Pier

Experience Riverfire
Brisbane's new premier office address
Eagle Street Pier
Present to clients at 171 Eagle Street

PART A: MASTER PLAN SETS OUT THE VISION AND FIVE STRATEGIES THAT WILL SHAPE THE FUTURE DIRECTION OF OUR CITY CENTRE

VISION & STRATEGIES

PART

OPEN BRISBANE



Our city centre is **OPEN** for business.

We **OPEN** the door to every enterprise, big and small,
and encourage new ideas to **GROW AND PROSPER.**

Our buildings **UNFOLD** on to the streets
and **OPEN-AIR** events **IGNITE** our city, day and night.

Our river and **OUTDOOR SPACES** provide
BREATHING SPACE and embrace our wonderful climate.

Our city centre is **OPEN** to all people,
from Brisbane, Australia and abroad.

In every sense we are
an **OPEN** city.



VISION

ONE VISION FIVE STRATEGIES

This master plan will achieve the vision of being an open city through the delivery of key projects and initiatives that can be grouped into five key strategies. These strategies provide a framework for decision-making and identifying priorities.

The maps in this section are indicative and intended to communicate strategy concepts, not regulate. Colour-coded dots and numbers are also used to link these strategies with projects and initiatives in Part B.

01

ECONOMIC DEVELOPMENT



Boundless
opportunity

02

PUBLIC REALM



Leafy outdoor
lifestyle

03

BUILT FORM



Buildings
that breathe

04

SOCIAL AND CULTURAL



A stage for
urban life

05

TRANSPORT



Where people
connect

A1

ECONOMIC DEVELOPMENT

BOUNDLESS OPPORTUNITY

Youthful exuberance, the spirit of entrepreneurship, our coveted lifestyle and proximity to Asia are the foundations of our future. Our diverse economic base attracts global business and our growing entertainment and retail sectors drive tourism. We nurture homegrown talent and provide opportunities for everyone to excel. We are forward-thinking innovators and industry leaders with room for every business that wants to join us.

**BRISBANE IS OPEN TO INVESTMENT
AND GEARED FOR PROSPERITY.**

This will be delivered through the following sub-strategies:

- A1.1 A business hub for the future
- A1.2 Welcoming arrival
- A1.3 A lifestyle destination
- A1.4 A postcard city



A1.1 A BUSINESS HUB FOR THE FUTURE



With an economy of more than \$135 billion (GDP) that's set to double over the next 20 years, Brisbane is out-performing many global competitors as the location of choice for international business, development and investment. Progressive and dynamic, it's the platform from which smart thinkers and corporate innovators will continue to engage the world. Our future is bright and sustained by our role as a centre for education, innovation and technology. We are perfectly positioned to capitalise on the continued growth of the knowledge economy. We are a city of opportunity.

KEY ELEMENTS

OPEN FOR DEVELOPMENT

The planning and development environment within the city centre provides an attractive market for investment. Our increased capacity for growth and streamlined processes will facilitate timely, flexible and significant developments that ensure our city centre remains a competitive location on the local and the world stages.

A DIGITAL CITY

The digitally networked city centre has the capabilities to embed the latest technology into our everyday lives. We must harness information and technology to ensure we can quickly adapt how we work, connect with people and places, and manage our city. Our digital platforms will continue to be accessible to everyone, nurturing a community comfortable with creativity and innovation. We are building for the next generation, today.

OPEN TO INNOVATION

We will constantly adopt new energy technologies to maintain our competitive edge as global energy costs rise. We will continue to seek the latest sustainable energy and construction technology and waste management systems, and find innovative ways to retrofit existing buildings. We will always be one step ahead of the future.

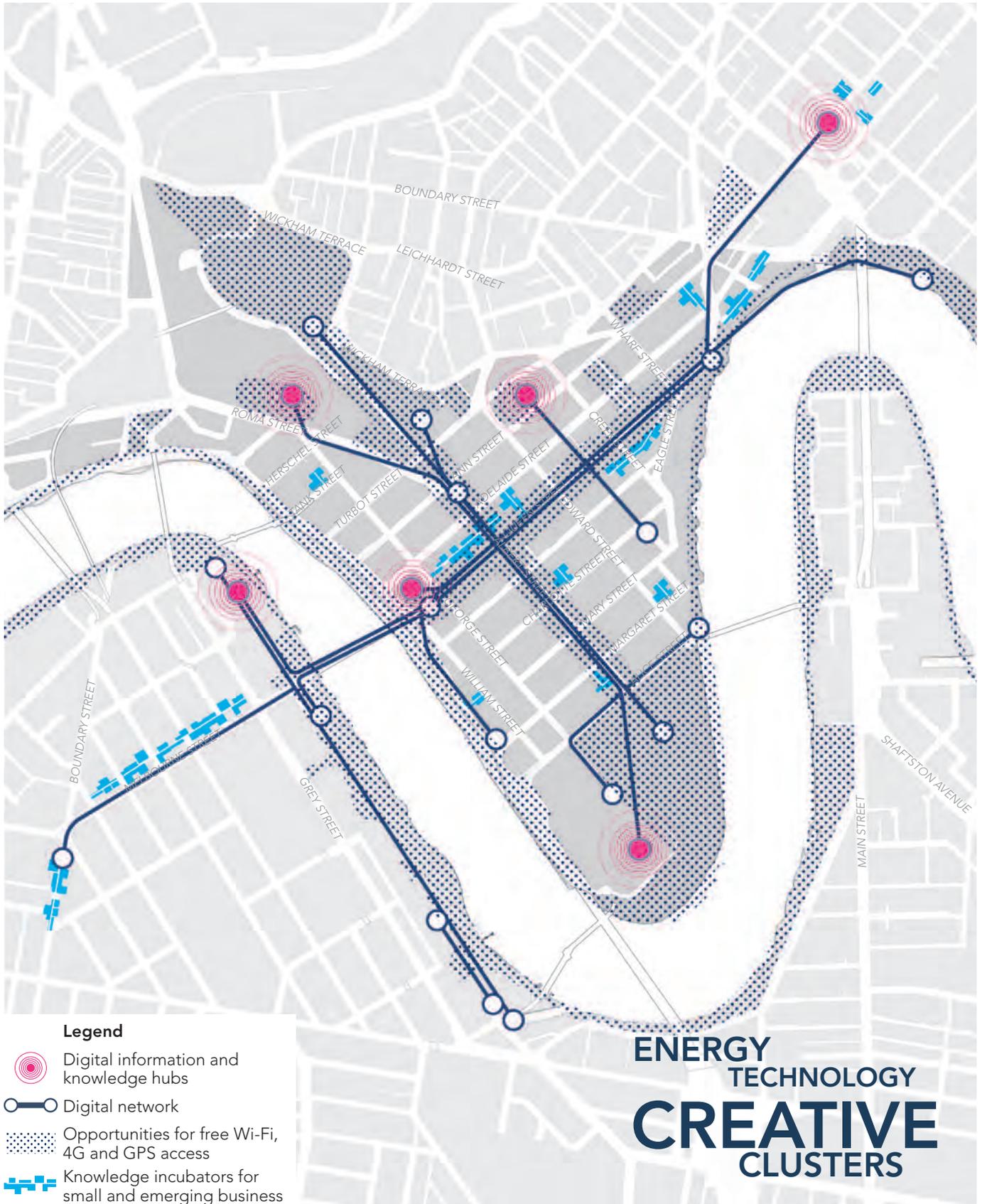
A CREATIVE KNOWLEDGE ECONOMY

Brisbane is a young city with a bright future. Our knowledge precincts and educational institutions will provide hubs for new thinking and the exchange of ideas. We will welcome creative leaders and entrepreneurs with the spirit to try something new. We are open to bold ideas.

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

- 8.1 **Strategic development sites:** Work collaboratively with Queensland Government and private developers to unlock and facilitate redevelopment of strategic development sites. (Refer 'strategic development sites map' on page 27.)
- 8.2 **City Centre Neighbourhood Plan and development assessment:** Review and amend *City Centre Neighbourhood Plan* and development assessment processes to attract economic investment.
- 10.1 Identify the city centre and Fortitude Valley as the pilot locations for initiatives of the **Digital Brisbane Strategy**.
- 10.1 Identify locations for establishing new **digital information hubs** in conjunction with educational institutions and libraries.
- 10.2 Review by-laws and planning guidance to unlock and promote locations as **knowledge incubators** for small business and creative enterprise in the city centre.



Growth demands will put increasing pressure on the availability of suitable land for development in the city centre. We will encourage growth by unlocking the development potential of land within and nearby. The renewal of city frame precincts will allow the centre to grow out while redevelopment of major sites will allow it to grow up.

Projects - refer project timings and responsibilities in Part B

CITY FRAME RENEWAL PRECINCTS

These areas have been identified as urban renewal precincts that offer significant development potential and excellent access to the city centre. Urban renewal will improve the public realm, manage transport issues and inspire high-quality development in these precincts.

7.1 Valley Heart and Centenary Place

Continue to reinforce Fortitude Valley's role as a major entertainment, retail and business centre by day and night, through investing in the public realm and traffic improvements. Deliver improved connections to the city centre core and plan for high-density development that integrates well with existing heritage buildings.

7.2 City West and Petrie Terrace

Undertake precinct planning to provide new connections to the city centre, review traffic movements and enhance public spaces. Facilitate high-quality development that will generate activity and create cultural destinations.

7.3 Kurilpa

Continue renewal by fostering quality development, revitalising the river's edge, delivering safe connections into the city centre core and investing in laneways and streetscapes.

7.4 Spring Hill

Prepare a new neighbourhood plan to unlock the development potential south of Boundary Street, enhance green spaces along the ridgeline and improve connections to the city centre core.

Other renewal precincts

Urban renewal will also be pursued in a range of other precincts that have a significant relationship with the core of the city centre, including Woolloongabba, Milton, Kangaroo Point and Bowen Hills.

STRATEGIC DEVELOPMENT SITES

These sites have been identified because of their significance within the city centre, be it size, location or the potential to act as a catalyst for investment. Developing these important sites will require a combination of private sector investment backed by public sector enablement.

1.2 Queens Wharf and William Street precinct

Work collaboratively with Queensland Government and the private sector to foster premium development that will drive renewal in this historic part of the city centre and provide the impetus for the regeneration of the Queens Wharf heritage precinct. Development must also connect to and enhance public spaces along the riverfront and integrate with the Underground Bus and Train station at the southern end of George Street.

1.3 City Reach

Plan for incremental private development and renewal of waterfront sites, including enriched fine-dining and entertainment precinct and improvements to riverfront boardwalks and publicly accessible spaces.

5.1 Central Station

Take advantage of the significant development potential of surrounding land and the retailing opportunities presented by thousands of daily commuters to revitalise Central Station and create a grand arrival worthy of a New World City.

5.2 Roma Street Transit Centre

Redevelop to deliver a safe and attractive gateway that marks the western entry to the city centre.

8.1 Old Supreme Court

Guide the redevelopment of this strategic site, significant for its size, exposure and prime riverfront location.

8.1 Myer Centre site and Queen Street Bus Station

Redevelop to foster pedestrian activity along Elizabeth Street, reduce the impact of vehicle entrances and upgrade the bus station.

8.1 Kurilpa industrial land

Undertake master planning for key industrial sites along the riverfront to create mixed-use development and improve access to the revitalised river's edge.

8.1 Fortitude Valley Station and rail corridor

Encourage redevelopment surrounding the rail corridor to revitalise the heart of Fortitude Valley and improve access to the station.



Legend

- Urban renewal areas
- Strategic development site
- 1.1 Reference to project in Part B



A1.2 WELCOMING ARRIVAL

The city centre is the heart of our capital – the central point from which Brisbane and Queensland radiate. Our network of arrival gateways will provide a memorable first impression, combining grand architecture, abundant green space, civic plazas, public art and wayfinding information into a celebration of our identity. What's more, these locations offer redevelopment opportunities that will capitalise on the high volume of visitors, commuters and tourists passing through daily.

KEY ELEMENTS

TRANSPORT HUBS AS GREAT CIVIC PLACES

Safe, readily identifiable transit hubs are more than efficient pipelines for movement – they need to be great destinations in their own right. Our major city centre transit centres will combine identifiable architecture, seamless interchanges, digital information and generous public spaces to create memorable arrivals.

RIVER ARRIVALS AND CROSSINGS

More than 5km of the Brisbane River loops around the city centre, connecting to every part of CBD life. As Brisbane's greatest natural asset, it presents an appealing thoroughfare for growing numbers of commuters and visitors who will ride the CityCats and ferries. The road and pedestrian bridges spanning the river will connect neighbourhoods, institutions and businesses. Shady public parks and end-of-trip facilities will offer a welcoming river arrival experience.

PENINSULA GATEWAY PRECINCTS

These precincts are at the eastern and western entrances to the city centre, between the river and the ridgeline. Each precinct is blessed with open space and parklands and will be treated as places in their own right. Traffic movements will be simplified and footpaths and pedestrian crossings will be improved, making these pleasant and safe places that will inspire development.

INTUITIVE WAYFINDING

With more pedestrians on the streets, getting around the city centre easily and safely will become an even greater priority. A network of wayfinding signs and sophisticated, user-friendly, digital information hubs will provide users with maps, transport information and even language services. Clever design of street furniture, paving and landscaping will further simplify navigation and help bring the city centre to life.

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

- 2.1 Deliver **Kangaroo Point Bridge** and arrival plaza in City Botanic Gardens.
- 2.2 Improve pedestrian amenity and priority across **Victoria Bridge**.
- 6.1 Deliver a new **Underground Bus and Train** station near the southern end of George Street.
- 5.1 Support the redevelopment of **Central Station**.
- 5.2 Support the redevelopment of **Roma Street Station** and upgrade streetscape.
- 7.1 Facilitate renewal of **Valley Heart and Centenary Place**.
- 7.2 Facilitate renewal of **City West and Petrie Terrace**.

INITIATIVES AND STUDIES

- i1 Prepare a **wayfinding strategy** to coordinate signage, transport information and public realm design across the city centre.



CITY WEST AND PETRIE TERRACE
 🚌 🚗 🚲 🚶

CENTENARY PLACE
 🚌 🚗 🚲 🚶

ROMA STREET STATION
 🚆 🚌 🚶

CENTRAL STATION
 🚆 🚶

KANGAROO POINT BRIDGE
 🚲 🚶

VICTORIA BRIDGE
 🚆 🚌 🚲 🚶

UNDERGROUND BUS AND TRAIN
 Station locations are indicative only
 🚆 🚌 🚶

Legend

-  Major arrival gateway – transit interchange
-  Peninsular gateway precinct
-  Minor arrival gateway – river arrival and crossing
-  1.1 Reference to project in Part B
-  CityCat/ferry terminal



A1.3 A LIFESTYLE DESTINATION

The city centre will become the place to be in Brisbane as more people appreciate everything that's on offer. A network of creative industries, cultural destinations, riverfront parks, and vibrant retail and dining precincts will attract highly mobile global talent, an economic imperative for the city's future. Our distinctive brand of relaxed, outdoor lifestyle will combine with world-class education and enticing career prospects to lure the brightest and best from around the world.

KEY ELEMENTS

A RETAIL HEART

Brisbane's city heart boasts the best shopping in the region. Department stores on Queen Street Mall will continue to anchor a diverse mix of retail offering local and international designers from the high street to the high end. Upgrades to Edward Street, Albert Street, arcades and laneways, will create a network of shops, restaurants, cafes and bars to build Brisbane's 'buzz'.

A 24/7 CITY

World cities are multi-layered and multi-dimensional, full of life around the clock. Brisbane's city centre will step up the pace. Shops will stay open longer, business and education activities will operate over extended hours. Every week of the year will abound with festivals, markets, music and exhibitions, complemented by impromptu pop-up activities. In Brisbane, every second will count.

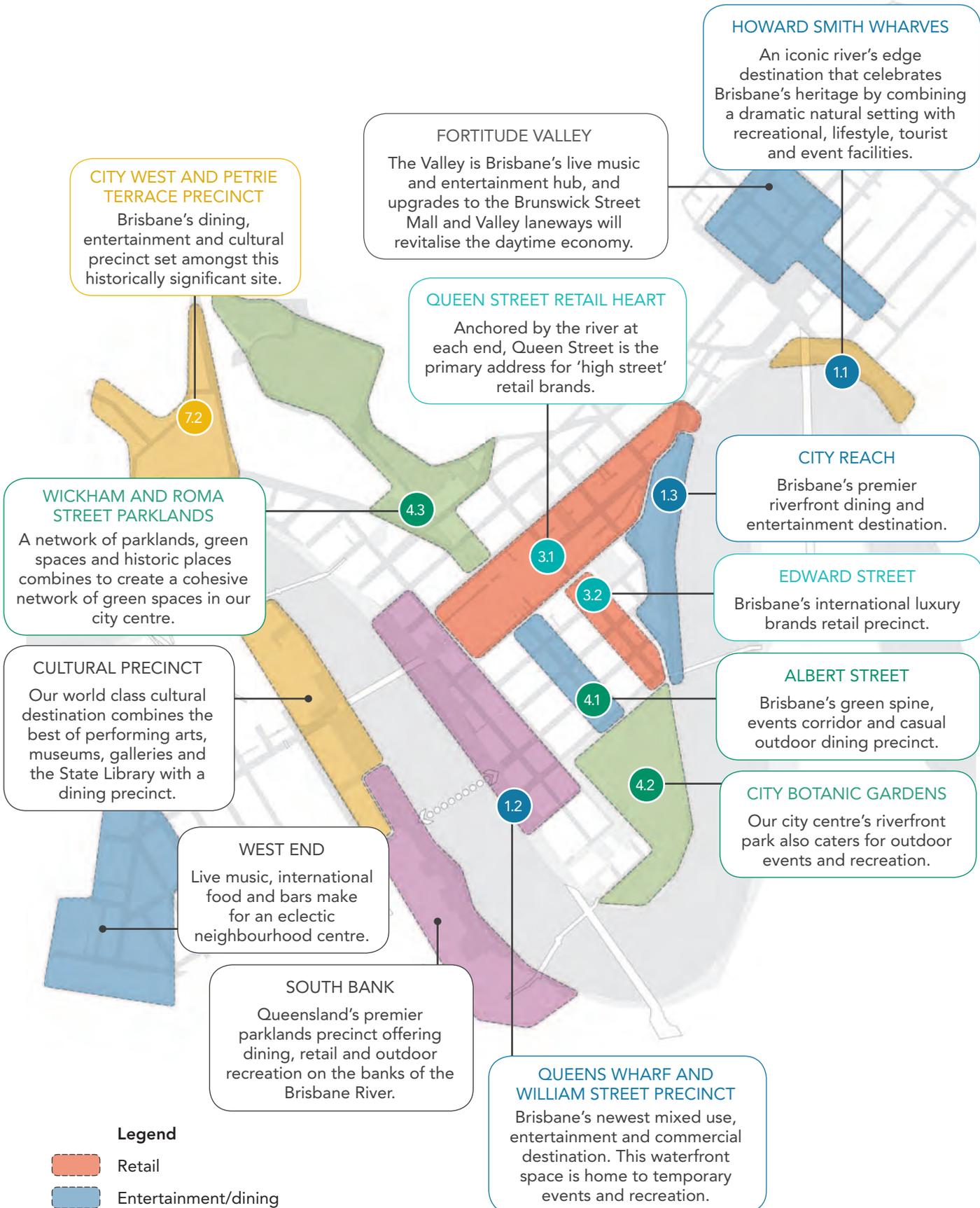
A CONNECTED CITY CENTRE

A first-class transit network will provide convenient, high-frequency connections between major employment centres, health, knowledge and education precincts, the airport and cultural destinations. It will be easy to explore the business, cultural and entertainment heart of our city.

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

- 1.1 Invest in public realm and refurbishment of heritage buildings at **Howard Smith Wharves** to establish it as a dining and recreation precinct.
- 1.2 Invest in public realm, refurbish heritage buildings and enhance the role of **Queens Wharf** as a heritage precinct and destination to accommodate temporary events and recreation.
- 1.3 Encourage investment in waterfront promenades in partnership with landowners to enhance **City Reach** as a dining and entertainment precinct.
- 3.1 Continue to invest in **Queen Street** to accommodate international trends in retail.
- 3.2 Upgrade **Edward Street** streetscape to reflect its role as the 'luxury brands retail precinct'.
- 4.1 Upgrade **Albert Street** streetscape to accommodate casual, outdoor dining and events.
- 4.2 Prepare a master plan to revitalise **City Botanic Gardens** waterfront.
- 4.3 Prepare a master plan to combine existing green spaces into the unified **Wickham and Roma Street Parklands**.
- 7.2 Investigate opportunity for future cultural or event facility at **Roma Street** or **City West and Petrie Terrace**.



HOWARD SMITH WHARVES
 An iconic river's edge destination that celebrates Brisbane's heritage by combining a dramatic natural setting with recreational, lifestyle, tourist and event facilities.

FORTITUDE VALLEY
 The Valley is Brisbane's live music and entertainment hub, and upgrades to the Brunswick Street Mall and Valley laneways will revitalise the daytime economy.

CITY WEST AND PETRIE TERRACE PRECINCT
 Brisbane's dining, entertainment and cultural precinct set amongst this historically significant site.

QUEEN STREET RETAIL HEART
 Anchored by the river at each end, Queen Street is the primary address for 'high street' retail brands.

CITY REACH
 Brisbane's premier riverfront dining and entertainment destination.

WICKHAM AND ROMA STREET PARKLANDS
 A network of parklands, green spaces and historic places combines to create a cohesive network of green spaces in our city centre.

EDWARD STREET
 Brisbane's international luxury brands retail precinct.

CULTURAL PRECINCT
 Our world class cultural destination combines the best of performing arts, museums, galleries and the State Library with a dining precinct.

ALBERT STREET
 Brisbane's green spine, events corridor and casual outdoor dining precinct.

WEST END
 Live music, international food and bars make for an eclectic neighbourhood centre.

CITY BOTANIC GARDENS
 Our city centre's riverfront park also caters for outdoor events and recreation.

SOUTH BANK
 Queensland's premier parklands precinct offering dining, retail and outdoor recreation on the banks of the Brisbane River.

QUEENS WHARF AND WILLIAM STREET PRECINCT
 Brisbane's newest mixed use, entertainment and commercial destination. This waterfront space is home to temporary events and recreation.

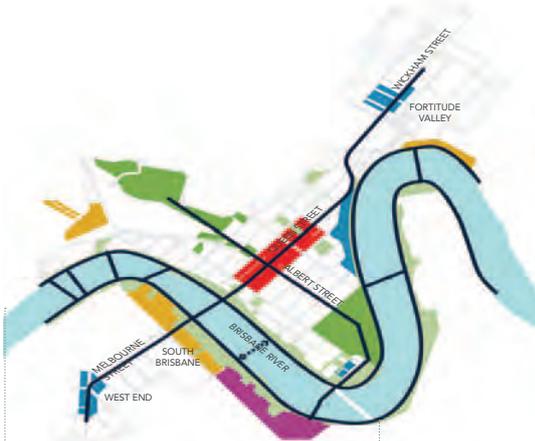
- Legend**
- Retail
 - Entertainment/dining
 - Recreation/dining/entertainment
 - Culture/dining
 - Recreation

1.1 Reference to project in Part B

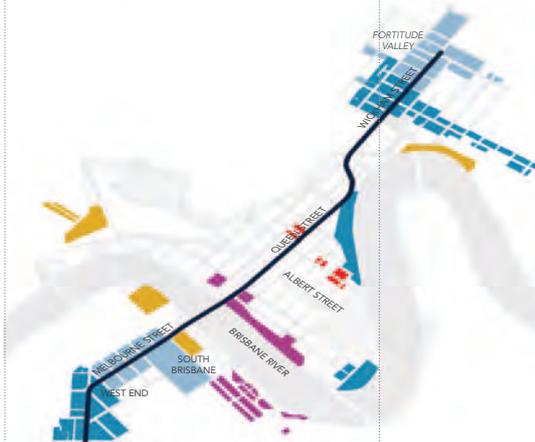
A 24/7 CITY

DIFFERENT ACTIVITIES
ACTIVATE DIFFERENT PARTS OF
 THE CITY CENTRE
 IT IS **OPEN 24/7** ALL DAY & NIGHT
 WEEKENDS

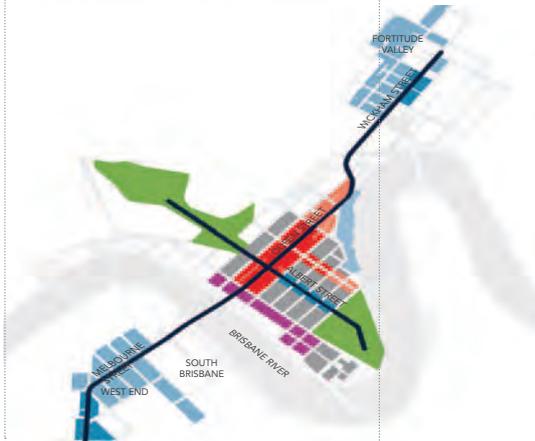
A WEEKEND CITY



AN EVENING CITY



AN EVERYDAY CITY



Legend

- A connected inner city
- Retail

- Entertainment/dining
- Recreation/dining/entertainment

A RETAIL HEART

INCREMENTAL INVESTMENT
 IN OUR **STREETS** TO EXPAND OUR
RETAIL HEART

Retail streets projects

3.2 Edward Street: upgrade the public realm of our luxury international brands retail precinct.

NOW



Retail streets projects

3.1 Queen Street: extend our retail heart.

4.1 Albert Street: connect our parks to one another.

SHORT TERM

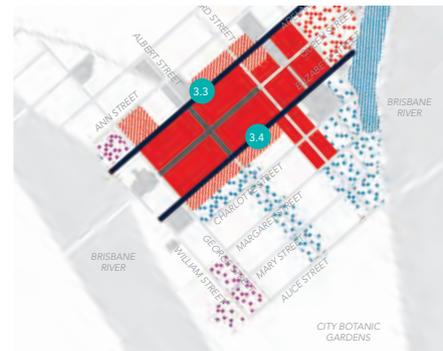


Retail streets projects

3.3 Adelaide Street: a transit street that seamlessly integrates with our retail core.

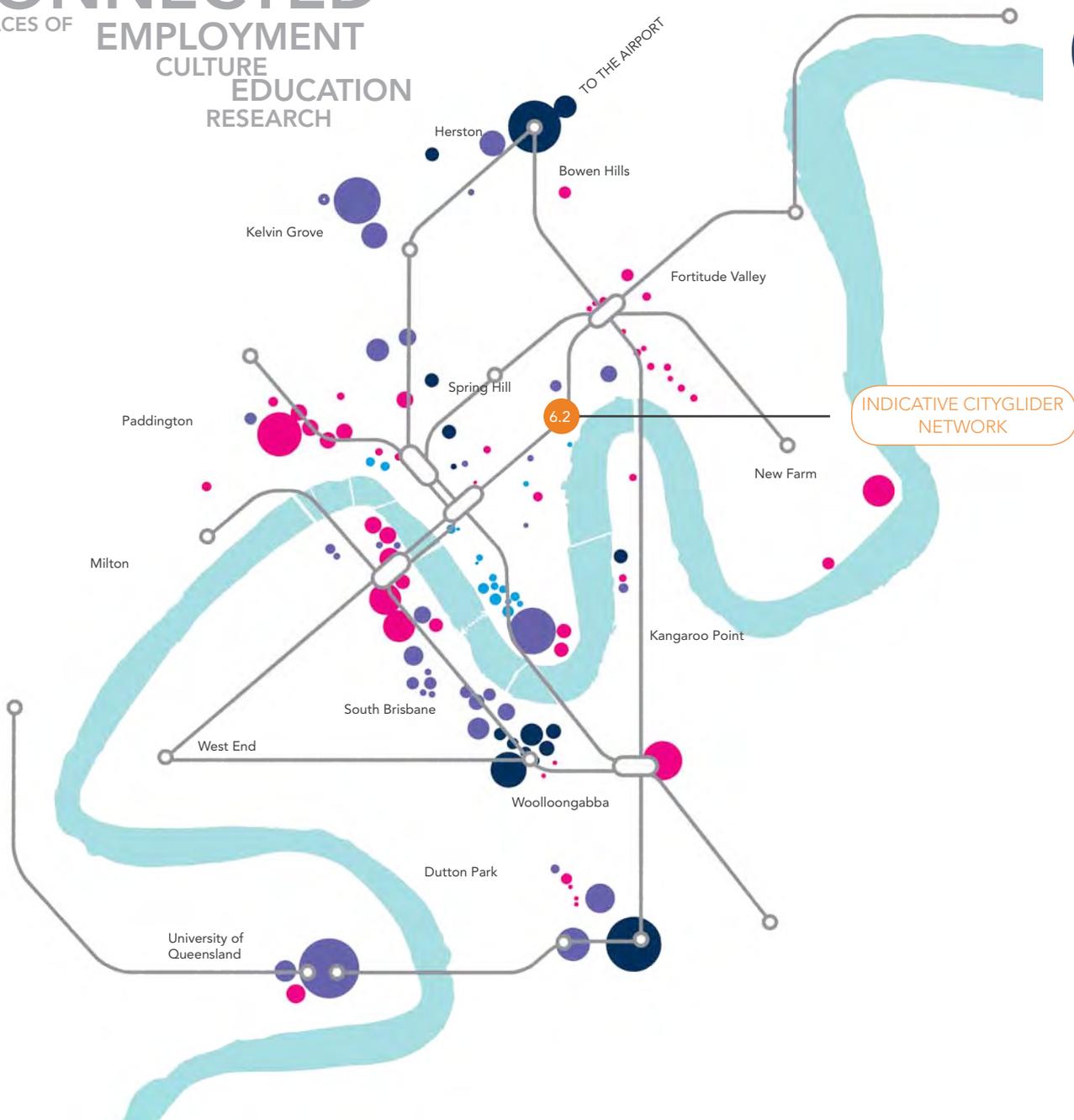
3.4 Elizabeth Street: safe, mid-block crossings make our streets safe to cross.

MEDIUM TERM



- Culture/dining
- Recreation
- Reference to project in Part B

OUR CITY CENTRE
IS **CONNECTED**
TO PLACES OF
EMPLOYMENT
CULTURE
EDUCATION
RESEARCH



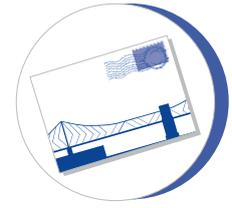
Legend

- Health hub
- Knowledge hub
- Cultural hub
- Government

○—○ A connected inner city

PROJECTS - refer project timings and responsibilities in Part B

6.2 Investigate the **CityGlider network** providing high-frequency transit connections between lifestyle precincts.



A1.4 A POSTCARD CITY

The city centre is our front door to the world. We will present an authentically Brisbane experience, combined with the world class offers expected of a global city. Our mighty river, signature parks, lively public art, inspiring events, great shopping and distinctive architecture make every moment a photo opportunity. Backed up by world-class hotel and event facilities and our easy-going lifestyle, this will ensure visitors come back to work, rest and invest. Happy snapping.

KEY ELEMENTS

AN EVENTS CITY

The city centre will boast a dynamic year-round calendar of local and international events. Major conventions in business and education, along with world-class cultural festivals and sporting events, will bring the world to our door. We will capitalise on these opportunities to showcase our city, highlight our entrepreneurial culture and attract investment.

A MEMORABLE CITY

Our city heart will be a showcase for visitors from around the globe. Unique attractions and distinctive architecture will blend with authentic experiences of our river city – waterfront parks and restaurants, our outdoor lifestyle and year-round comfortable climate. Our city centre will be an irresistible destination, a place full of memories.

A HOME AWAY FROM HOME

Staying in the city centre will be an experience to savour. With an extensive riverfront, plentiful parks, dramatic cliffs and a soaring skyline, our world-class hotels boast spectacular views whichever way you look. They will present the perfect escape.

PRIORITY PROJECTS + INITIATIVES

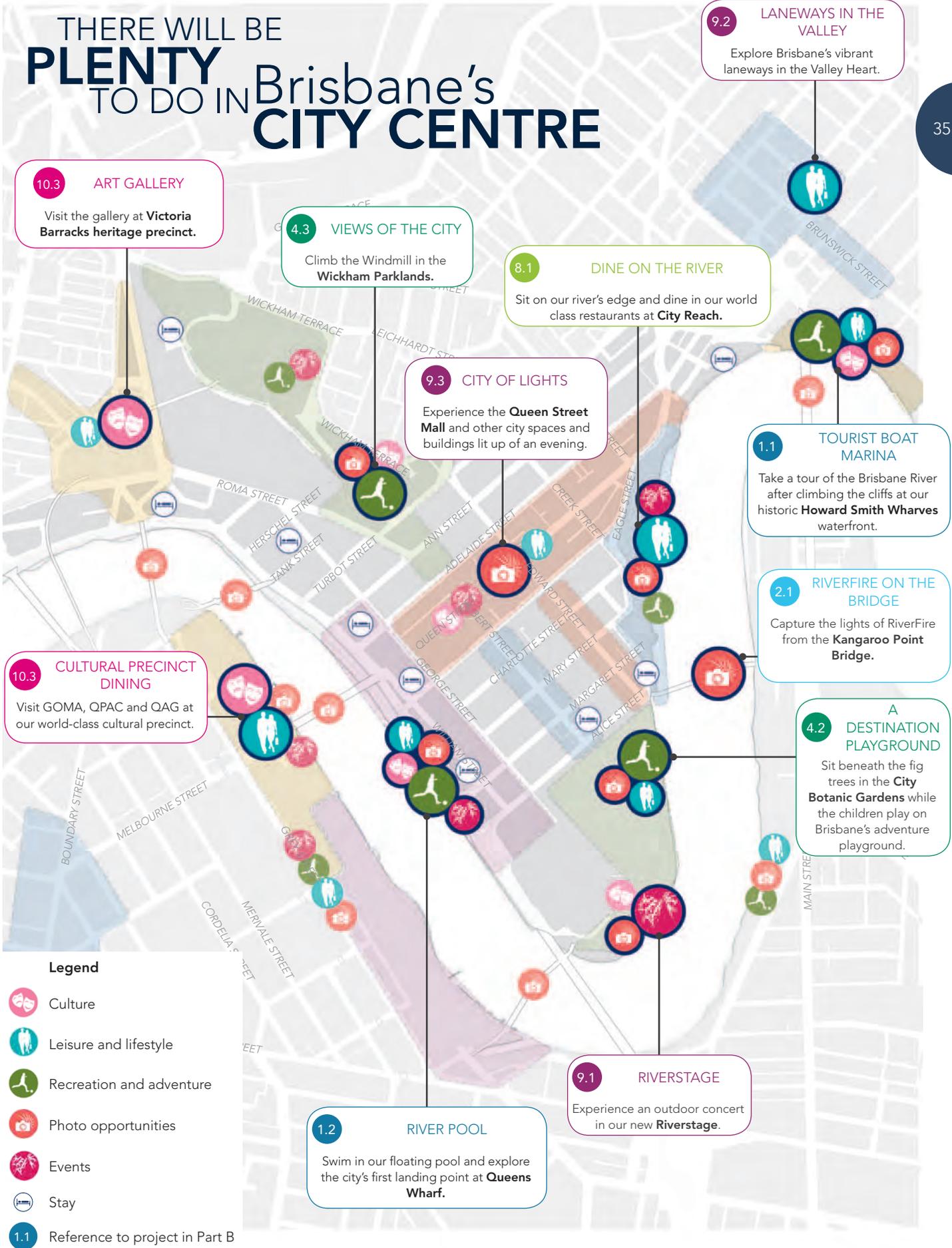
PROJECTS - refer project timings and responsibilities in Part B

- 1.1 Provide adventure recreation facilities at **Howard Smith Wharves** including rock climbing on the cliffs.
- 1.2 Facilitate a new outdoor swimming pool at **Queens Wharf**.
- 2.1 Ensure the design of **Kangaroo Point Bridge** contributes to Brisbane's skyline.
- 4.2 Provide a new destination **playground** at City Botanic Gardens.
- 4.3 Provide a new destination playground at **Wickham and Roma Street Parklands**.
- 8.1 Redevelopment of **Eagle Street Pier** to contribute to world-class waterfront dining at **City Reach**.
- 9.1 Redevelop **Riverstage** as a world-class outdoor events facility with increased capacity and everyday functionality.
- 9.2 Support the development of Valley laneways with activation through the **Vibrant City program**.
- 9.3 Prepare and implement a '**city of lights**' strategy to build a reputation as an exciting night-time destination.
- 10.3 Investigate opportunities to establish **QAG-GOMA dining precinct** to support its cultural offer.
- 10.3 Establish a **cultural quarter** as stage two of the Victoria Barracks heritage precinct redevelopment.

INITIATIVES AND STUDIES

- i2 Work collaboratively with Brisbane Marketing and industry to encourage and attract new **hotel and short-term accommodation** development.

THERE WILL BE PLENTY TO DO IN Brisbane's CITY CENTRE



10.3 ART GALLERY
Visit the gallery at **Victoria Barracks heritage precinct**.

4.3 VIEWS OF THE CITY
Climb the Windmill in the **Wickham Parklands**.

8.1 DINE ON THE RIVER
Sit on our river's edge and dine in our world class restaurants at **City Reach**.

9.3 CITY OF LIGHTS
Experience the **Queen Street Mall** and other city spaces and buildings lit up of an evening.

9.2 LANEWAYS IN THE VALLEY
Explore Brisbane's vibrant laneways in the Valley Heart.

1.1 TOURIST BOAT MARINA
Take a tour of the Brisbane River after climbing the cliffs at our historic **Howard Smith Wharves** waterfront.

10.3 CULTURAL PRECINCT DINING
Visit GOMA, QPAC and QAG at our world-class cultural precinct.

2.1 RIVERFIRE ON THE BRIDGE
Capture the lights of RiverFire from the **Kangaroo Point Bridge**.

4.2 A DESTINATION PLAYGROUND
Sit beneath the fig trees in the **City Botanic Gardens** while the children play on Brisbane's adventure playground.

1.2 RIVER POOL
Swim in our floating pool and explore the city's first landing point at **Queens Wharf**.

9.1 RIVERSTAGE
Experience an outdoor concert in our new **Riverstage**.

Legend

- Culture
- Leisure and lifestyle
- Recreation and adventure
- Photo opportunities
- Events
- Stay
- 1.1** Reference to project in Part B

A2

PUBLIC REALM

36

LEAFY OUTDOOR LIFESTYLE

Our relaxed, open-air lifestyle and subtropical climate define us. Whatever the time of year, we need little excuse to linger outdoors. Streets shaded by overhanging foliage and outdoor spaces that catch the cool river breezes are our preferred domain. Brisbane is blessed with beautiful waterfront spaces alive with urban life. We are a river city. This is where we choose to be, day and night.

IN BRISBANE WE ENJOY THE OPEN AIR.

This will be delivered through the following sub-strategies:

- A2.1 Embrace the river
- A2.2 The green web
- A2.3 Beautiful streets
- A2.4 Spaces to inhabit





A2.1 EMBRACING THE RIVER

It's impossible to ignore the Brisbane River as it meanders through the city. It's there at the turn of the street corner and it's reflected in high-rise windows, a constant reminder of the natural world as we go about our busy urban lives. The river is our defining natural feature and its banks are our favourite gathering place, with an interconnected network of parks, pathways, plazas, open-air cafes, restaurants and bars. The water is a vital thoroughfare, a playground and stage for festivals. We are a river city.

KEY ELEMENTS AN ACTIVE RIVER EDGE

The river's edge is our back yard, where the built environment meets nature to create a diversity of spaces and places. We will plan for a broad range of transport, recreation, tourism and economic opportunities to enliven the river's edge, and to heighten the experience of living with water. Flexible, cost-effective and adaptive designs will be crucial to making the most of our river's edge.

THE RIVER AS A CONNECTOR

No longer perceived as a barrier, the river is now one of the city's most important – and memorable – travel corridors. Modern, well-designed pathways with all the amenities needed by walkers and cyclists will line its banks. Riverfront paths will blend with new bridges, extensive water-based transport including CityCats and ferries, and new waterfront parks to stitch together our most valued destinations.

A WATER PLAYGROUND

The role of water in our subtropical river city is reflected in the public realm – the areas open for all to enjoy. 'Water focused places' will provide more interaction between people, water and the river itself. Along its banks, pontoons, jetties, boardwalks, beaches, ramps and stairs will give us an opportunity to get up close to the river. In our streets and public spaces, water gardens, fountains, channels and misters will bring water into our city centre.

A HEALTHY RIVER

We must respect the dynamic nature of the beautiful, and sometimes unpredictable, inter-tidal zone on which the city centre perches. Urban gardens integrated into public spaces will cleanse stormwater run-off before it joins the river to ensure a healthier waterway. The river's edges, natural and urban, will be places where native vegetation thrives.

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

- 1.1 Invest in public realm improvements for **Howard Smith Wharves** including refurbishment of historic sheds and a new parkland.
- 1.2 Invest in public realm improvements for **Queens Wharf** including improved pedestrian connections to Victoria Bridge, QUT and William Street.
- 1.3 Plan for an integrated waterfront promenade at **City Reach** to be delivered alongside private redevelopment.
- 2.2 Review intersections to improve pedestrian connections between **Queen Street, Victoria Bridge and Queens Wharf**.
- 3.1 Transform **Queen Street** into a 'river to river' link incorporating water features and RiverLink signage.
- 3.1 Upgrade **Admiralty Towers Park** creating an improved public park where Queen Street meets the river.
- 4.2 Enhance the river's edge along the **City Botanic Gardens** including improved pathways and activation opportunities.
- 9.1 Redevelop **Riverstage** to celebrate our riverside location.

INITIATIVES AND STUDIES

- i3 Pilot **RiverLink** in the city centre as part of a **wayfinding strategy** comprising themed signage and pedestrian connections to the river's edge.
- i4 Investigate the opportunity for a **RiverHub** – a consolidated public marina and tourist boat terminal – at Howard Smith Wharves.

NOTE: RIVER'S EDGE STRATEGY

The projects and initiatives in this section have been informed by Council's River's Edge Strategy, which guides Council's plans to enhance recreational and economic development opportunities on and along the inner-city stretch of the river over the next 10 years.



Legend

-  Riverfront parklands
-  Active water recreation opportunities
-  River to river link
-  Iconic bridge views
-  Riverside destinations
-  Living with water – adaptable solutions to our river's edge
-  Continuous riverside pedestrian and cycle connection/crossings
-  River access and journeys (jetty/ferry/CityCat)
-  1.1 Reference to project in Part B

A2.2 THE GREEN WEB



Viewed from the air, Brisbane is a sprawling patchwork of green that extends all the way into the very heart of the city. Our riverbanks and city parks are alive with native birds, lizards, possums, bats, frogs and even a few shy snakes. Lush foliage will continue to play a crucial role in moderating urban temperatures – giving shade to streets, filtering the air we breathe and reminding us of the natural world in which we live. From grand fig trees to riverside mangroves, we will be a city of green.

KEY ELEMENTS

GREAT CITY PARKS

Parks are an essential retreat from urban living, places where we can pause for breath in the midst of our busy city. It is here we embrace the natural environment and where we play and gather. Our parks come in many shapes and sizes and perform many functions. We will create new parks and invest in improving old favourites across the city centre.

SUBTROPICAL HERITAGE LOOP

A green trail linking inner-city heritage buildings, precincts and places will tell the story of our past, present and future. A trail of interpretive signage and art will offer new insights and provide us with a novel way to explore our shared history.

THE CITY AS A BOTANICAL SPECTACLE

Brisbane will come into its own as a city within a subtropical garden. Broad-canopy trees, colourful climbers and perfumed plants, vertical landscapes and lush rooftops will create a natural spectacle that engages the senses and marks the seasons all year round.

A CITY CENTRE FRAMED IN GREEN

The river's edge will be green and shady. Landscaping will hang from buildings and extend out from urban plazas on to our river's edge, providing shade and protection from the elements. Along the Spring Hill ridgeline a network of parks, small green spaces and heritage places will create a stunning platform from which to journey into the city centre. From our riverside garden to our lush ridgeline, our city centre will be framed in green.

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

- 1.1 Deliver a public park at **Howard Smith Wharves** creating a new recreational destination on the waterfront.
- 3.1 Upgrade **Admiralty Towers Park** to create a new river's edge park and connect Queen Street to the river.
- 4.1 Landscape and upgrade **Albert Street** to transform it into a 'park to park' link between City Botanic Gardens and Wickham and Roma Street Parklands.
- 4.2 Revitalise **City Botanic Gardens** by improving the pathway network, river's edge and park facilities.
- 4.3 Connect Wickham Park, King Edward Park, Observatory Park and Emma Miller Place together with Roma Street Parklands to create a **cohesive green space** network.
- 7.1 Simplify traffic movements and improve pedestrian connections to **Centenary Place** to encourage increased use.
- 7.2 Review traffic movements and pedestrian paths to revive **E.E. McCormick Place** and catalyse surrounding development.
- 8.2 Prepare **design guidance** for incorporating street trees, green roofs and vertical landscape into new developments.
- 8.3 Invest in public realm treatments to establish a **subtropical heritage loop** that connects heritage spaces and places.

INITIATIVES AND STUDIES

- i5 Update the **streetscape design guidance in *The Brisbane City Plan 2014*** to include planting design guidance to parks, public spaces and the river's edge.



Legend

-  Park to park link
-  Subtropical heritage loop
-  Parks and civic spaces
-  Green ridge
-  Surrounding parklands
-  1.1 Reference to project in Part B



A2.3 BEAUTIFUL STREETS

Comfortable and safe movement of people within the city centre is vital to its role as the capital of business, government and culture. In this, the most contested of space, the function of our streets must be rebalanced to ensure we have an attractive, safe and efficient city heart that is fitting for our status as a world-class tourism, retail, events and business centre. People-focused streets will be an invitation to explore our city.

KEY ELEMENTS

ORIENTATE YOURSELF ON OUR AXIS

Queen Street and Albert Street are the primary axes in the city centre as well as being the keys to integrating the Brisbane River and our parks with the urban core. First and foremost, they are streets for people and this will be reflected in the quality, coherence and amenity of the public realm.

CITY BOULEVARDS

The key streets at the heart of our city centre will be transformed into city boulevards and comfortable spaces that inspire exchange and interaction. As vital retail and business streets that connect important destinations, these city boulevards will be beautiful, uncluttered spaces that move people around our city centre safely while offering opportunities to meet and relax. The prominent city boulevards will be supported by a network of shared streets, which balance the needs of vehicles, pedestrians and businesses in our city centre.

CONNECTING THE RIVER TO THE RIDGE

Brisbane is characterised by its stunning topography. Views to the river and bridges, the gardens and ridgeline remind us of where we are and help us to navigate our city. Views and public spaces that connect us with these surrounding landscapes and landmarks will be preserved and improved so our city can enjoy its setting.

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

Undertake streetscape improvements to primary pedestrian axis streets to reflect role:

3.1 Upgrade the northern end of Queen Street and its vital connections to the river.

4.1 Upgrade Albert Street to provide a green link from 'park to park'.

Undertake streetscape improvements to city boulevards and shared streets to reflect role including widened footpaths, intersection buildouts, street furniture and landscaping:

1.2 In conjunction with the redevelopment of **William Street precinct** upgrade George Street as a city boulevard with a transit role and William Street as a shared street.

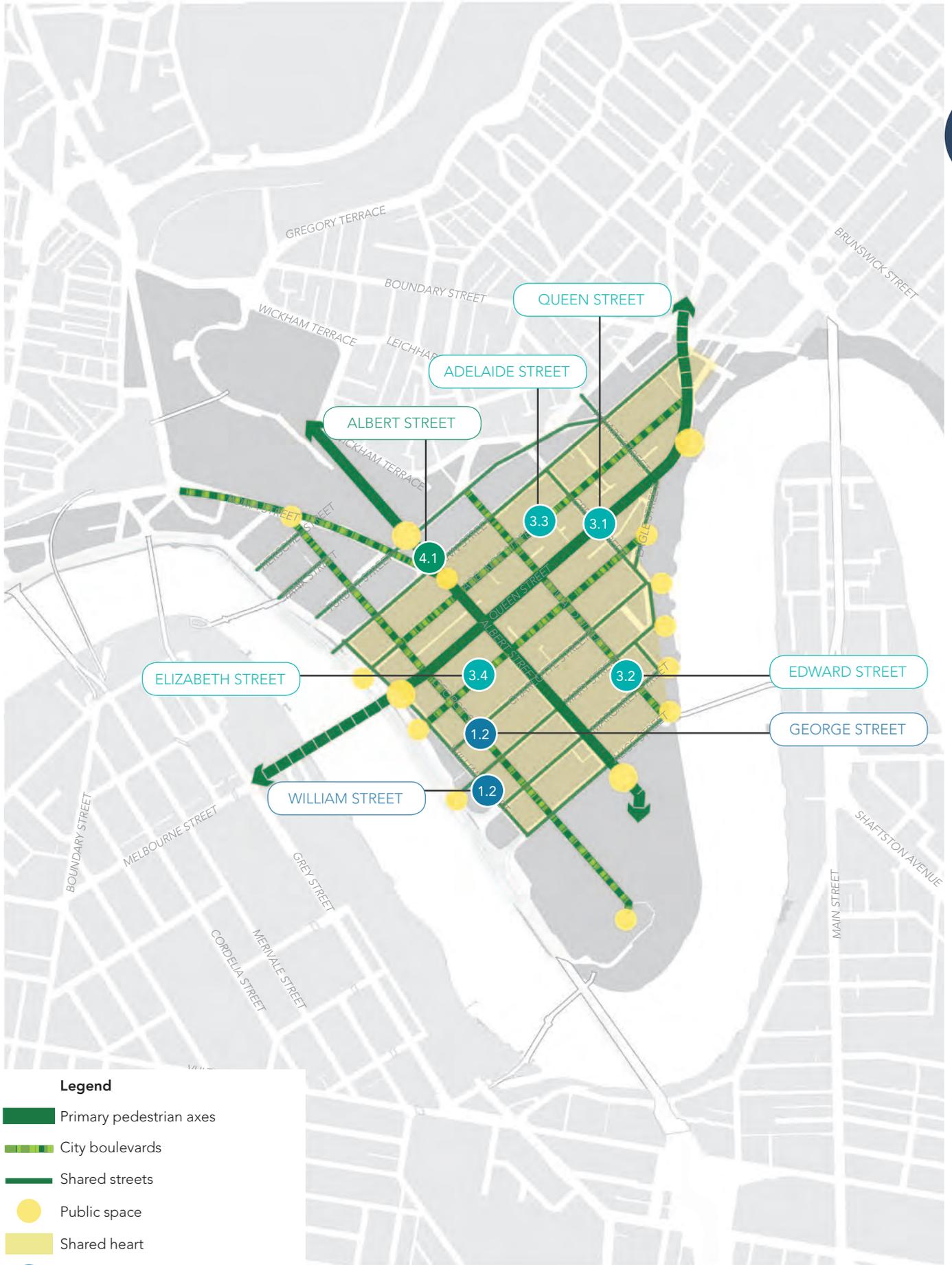
3.2 Upgrade **Edward Street** to reinforce its role as a retail-focused city boulevard.

3.3 Upgrade **Adelaide Street** to reinforce its role as a transit-focused city boulevard.

3.4 Upgrade **Elizabeth Street** to reinforce its role as a multi-functional city boulevard.

INITIATIVES AND STUDIES

- i6** Update the **streetscape design guidance in *The Brisbane City Plan 2014*** to provide streetscape hierarchy guidance for city boulevards and shared streets delivering:
- widened tree-lined footpaths to provide amenity and improved pedestrian comfort including shade and weather protection;
 - consistent, high-quality and coordinated furniture to ensure legibility and reduce clutter in the public realm; and
 - coordination with street hierarchy and road user operating plan.



Legend

- Primary pedestrian axes
- City boulevards
- Shared streets
- Public space
- Shared heart
- 1.1 Reference to project in Part B

CITY BOULEVARDS

The six boulevards that form the core of our city centre – three queens and three kings – have been identified as priorities for investment. Each with a unique role and character, they connect us to the river and parklands, retail heart and lifestyle precincts. These vital arteries will bind our cultural destinations, business clusters, and health and education institutions.

ECONOMIC ROLE

PUBLIC REALM CHARACTER

TRANSPORT FUNCTION

QUEEN STREET

HIGH STREET RETAIL

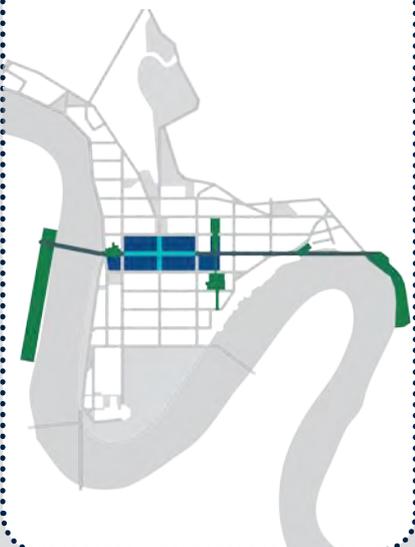
Queen Street is Brisbane's primary address for 'high-street' retail brands.

RIVER TO RIVER AXIS

An active, lively street that celebrates our river city status, incorporating river-edge viewing platforms that connect the city centre's primary waterfront destinations – South Bank, Eagle Street Pier and Riverside and Howard Smith Wharves.

PEDESTRIAN AXIS

Strategic pedestrian and cycle spine connecting the city centre to South Bank, New Farm and Fortitude Valley.



Refer to project 3.1 in Part B

ALBERT STREET

DINING & EVENT SPINE

Albert Street is a key city axis that brings together casual outdoor dining for the workday, large parklands and premier outdoor event spaces such as King George Square and Riverstage.

PARK TO PARK AXIS

A spine of lush landscaping connects Roma Street Parklands, Wickham Parklands and City Botanic Gardens. Subtropical spaces blur the lines between buildings and streets to create flexible indoor-outdoor rooms and welcoming urban spaces for temporary activation.

PEDESTRIAN AXIS

An important pedestrian and cycle spine linking Roma Street station, King George Square bus station, Queen Street bus station.



Refer to project 4.1 in Part B



EDWARD STREET

HIGH-END FASHION

Edward Street is establishing itself as Brisbane's destination for high-end fashion and business dining. Improvements to the quality and capacity of the pedestrian environment are required to reflect the standard of this emerging retail precinct.

RIDGE TO RIVER SPINE

Edward Street presents one of the most picturesque vistas and dramatic topographies in the city centre. Anchored by the historic Jacobs Ladder steps and Wickham Terrace Observatory it connects Spring Hill to City Botanic Gardens, and the proposed bridge to Kangaroo Point.

VEHICLE INGRESS

Edward Street provides one-way vehicle entry to the city centre for buses, service vehicles and private cars. Efficient management of road space for bus stops and servicing is essential.



Refer to project 3.2 in Part B

ADELAIDE STREET

BOUTIQUE FASHION

Adelaide Street is emerging as a hot spot for Australian designer and independent fashion boutiques. Several strategically significant development sites are set to transform the role of this precinct and attract investment.

TRANSIT STREET

Streetscape design balances transit, pedestrian and retail needs with streamlined and uncluttered streetscapes.

BUS PRIORITY

A high-frequency transit street with a two-stop design, which will improve capacity by balancing peak running of buses with off-peak loading and servicing.



Refer to project 3.3 in Part B

ELIZABETH STREET

INDEPENDENT RETAIL

Emerging as a location for Asian dining and independent fashion boutiques. Support role to Queen Street Mall, including convenience retail. Strategically significant development sites are set to transform the role of this precinct and attract investment.

MIXED-USE STREET

Streetscape design balances transit, pedestrian and retail needs with streamlined and uncluttered streetscapes.

MULTI-FUNCTIONAL

Multi-functional and diurnal changes provide for bus capacity during peak, and loading and taxis at other times.



Refer to project 3.4 in Part B

GEORGE STREET

CIVIC SPINE

Connects QUT, Government administration offices, the Treasury Casino, the courts precinct, future Underground Bus and Train station and Roma Street railway station. Strategically significant development sites are set to transform the role of this precinct and attract investment.

THE RIDGE LINE

Runs along the ridge line of the city centre and is the longest of the 'male' streets. Links the three bridge connections to South Bank – Goodwill, Victoria and Kurilpa.

PEDESTRIAN ARRIVAL

An important transit role for pedestrians arriving via the future Underground Bus and Train station. One-way vehicle exit from the city centre for buses, service vehicles and private cars. Efficient management of kerbside allocation for taxi stops and servicing is essential.



Refer to project 1.2 in Part B

Refer to project 6.1 in Part B

A2.4 SPACES TO INHABIT



Our public spaces are an essential part of city life. They are the plazas where we eat lunch, the parks where we escape the bustle, the laneways where we relax after work and the stages for festivals and entertainment. These public spaces must be flexible and adaptable for multiple functions. Beautiful and playful, these spaces will bring us together to inhabit our city centre and shape our cultural identity.

KEY ELEMENTS

AN EXPERIMENTAL CANVAS

Our laneways and small public places enrich and diversify the city experience and are just as important as large parks and plazas. Their reinvigoration will create fresh ideas, new stages and canvases for small events to showcase and catalyse economic investment. Each of these spaces will have distinctive character and be part of an essential fine grain of spaces that cater for the unexpected and playful.

FINE GRAIN CONNECTIONS

Well-designed streets and laneways can make city life safer and easier. Laneways, arcades and cross-block links will provide direct connections that allow us to filter through our city centre. Existing connections will be maintained and new connections created to relieve pressure on our streets in peak hours and provide additional opportunities for economic activity and social interaction.

GREAT CIVIC SPACES

Great civic spaces are the platforms for public life. They are the front door to many of our public institutions and historic buildings. They must be resilient and flexible spaces that can be everyday gathering spaces where people can participate in civic life. They will be stages for city celebrations as well as an ever-changing array of more informal and impromptu activities.

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

- 1.1 Deliver a new public park at **Howard Smith Wharves** creating a new, high-quality recreational destination in the city centre.
- 1.2 In conjunction with any redevelopment of **Queens Wharf and William Street precinct** provide new pedestrian linkage between George Street and William Street and Queens Wharf.
- 8.3 Invest in the public space from **Anzac Square to Post Office Square and St Stephen's Cathedral** as part of a subtropical heritage loop.

Deliver public realm improvements to the following small spaces and laneways, and provide necessary infrastructure to ensure small spaces and laneways can cater for small-scale events:

- 9.2 **Fish Lane**
- 9.2 **Fig Tree Reserve**
- 9.2 **Briggs Lane**
- 9.2 **Albert Street**
- 9.2 **QUT Forecourt (in front of Parliament House)**
- 9.2 **Howard Lane (next to Admiralty Towers Park)**
- 9.2 **Arch Lane**
- 9.2 **William Street bomb shelter**

INITIATIVES AND STUDIES

- i7 Continue to create additional **small-scale spaces and mid-block links** – including arcades, laneways and public spaces – through new development applications.



Legend

- Civic spaces
- Small-scale spaces
- Lanes and cross-block links
- Streets for activation

1.1 Reference to project in Part B

A3

BUILT FORM

48

BUILDINGS THAT BREATHE

We are a city of urban verandahs, where the landscape itself is a building material. Open and inviting, the walls of our buildings fold away to blur the line between indoor and out. Our buildings respond to the climate, capturing cooling breezes and natural light, while providing abundant shade and protection.

IN OUR CITY BUILDINGS
WILL BE BEAUTIFUL.

This will be delivered through the following sub-strategies:

- A3.1 A city form that breathes
- A3.2 A growing skyline
- A3.3 Active and vibrant streets
- A3.4 Design excellence





A3.1 A CITY FORM THAT 'BREATHES'

The city and its buildings will embody our indoor-outdoor lifestyle. Within the close-knit street grid at the core, new buildings will frame and activate the public realm. They will provide lively shop fronts, widened footpaths and arcades, all contributing to a dynamic urban life. Above street level, modern towers will each contribute to the city's distinctive skyline and provide elevated outdoor spaces. As we move to the edges of the city centre there will be more space and landscape between buildings, with subtropical towers in a riverside garden setting providing views to the river and beyond.

KEY ELEMENTS

A CLOSE-KNIT CITY CORE

At the core of the city, the street grid will be compact and close-knit. New buildings will open on to, overlook and inject life into city streets. Above them, commercial towers will reach for the sky, accommodating the many thousands who make up the city population.

BUILDINGS IN A RIVERSIDE GARDEN

Development along the river's edge and near the gardens will be spaced and landscaped to maximise views and public access, at the same time inviting light and breezes to penetrate the city centre.

PEDESTRIAN PERMEABILITY

Buildings will be designed to create links between the city streets and the riverside garden, allowing efficient pedestrian movement, social interaction and cross flow within urban blocks.

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

7.1 Undertake improvements to public spaces and streetscapes to attract investment and redevelopment at **Valley Heart and Centenary Place**.

7.2 Investigate new built form controls for **City West and Petrie Terrace** to enable the redevelopment of the Roma Street rail corridor, the Victoria Barracks and the Quay Street area.

Amend the **City Centre Neighbourhood Plan** to set new statutory provisions for development in the city centre core, including:

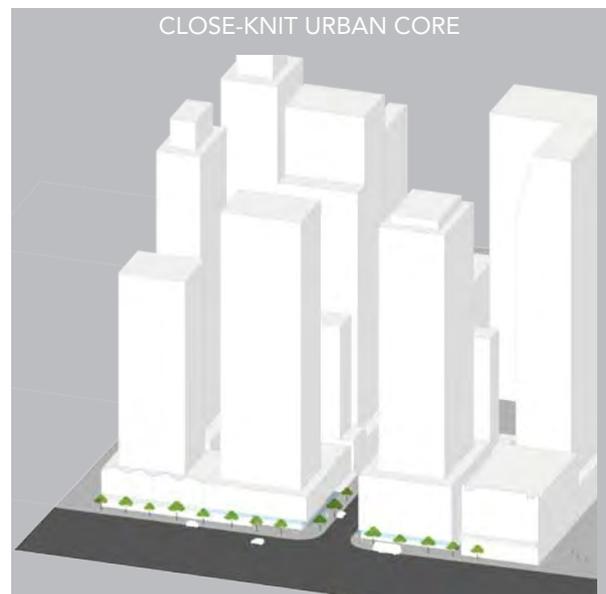
8.2 Different **built form controls and requirements** for the riverside/garden edge and the close-knit city core to reinforce their distinct qualities.

8.2 Identify opportunities for new pedestrian linkages and **cross-block links** to be delivered through new development.

INDICATIVE BUILT FORM OUTCOMES



RIVERSIDE GARDENS EDGE



CLOSE-KNIT URBAN CORE



CITY WEST AND PETRIE TERRACE

Victoria Barracks precinct redevelopment to include refurbishment of building and heritage places.

CEREMONIAL PRECINCT

Ceremonial precinct redevelopment to maintain and enhance visual and physical connections between Central Station and the cathedral.

CENTENARY PLACE

Built form creates a new 'place' around Centenary Park.

Legend

1.1 Reference to project in Part B

Built Form Types

- CLOSE-KNIT URBAN CORE:**
Built form comprises of 'street buildings' with towers above.
- CITY GATEWAY:**
Where the grid meets the river and ridge. Built form is a mix of street buildings and object buildings.
- ROMA STREET:**
Potential future development over rail line and busway (indicative only).

- URBAN CAMPUS:**
Built form is low to mid rise object buildings set amongst landscaped courtyards.
- RIVERSIDE GARDENS EDGE:**
Towers landing on ground within landscaped urban plazas with good connectivity to the river edge and respecting existing heritage.
- PARKLAND GARDENS EDGE:**
Towers sit within landscape setting to complement parkland edge/ridgeline.

Precincts

- 1 **CEREMONIAL PRECINCT:**
Built form is predominately 'street buildings' with a focus on reinforcing the ceremonial vista.
- 2 **CENTENARY PLACE:**
Built form defines the road junction and Centenary Place.
- 3 **CITY WEST AND PETRIE TERRACE:**
Built form defines the road junction and E.E. McCormick Place.

Park/open space

Park/garden



A3.2 A GROWING SKYLINE

The city's skyline is its signature, instantly recognisable, emblematic of design and engineering excellence and testament to our growing economy. Our flexible plan encourages smart, contextual designs so that development can respond to market demands while ensuring it delivers quality architecture. Large and small sites will be tailored to suit individual development opportunities, site contexts and changing market conditions.

KEY ELEMENTS

A MIXED-USE CITY

The city centre will promote a mix of land uses and building types that respond to the market and the attributes of each site. This plan will foster a vibrant mix of commercial, residential and retail uses across the entire peninsula to create an active, urban experience.

INCREASING OUR POTENTIAL

Height limits in the city centre will increase as new approaches to prescribed airspace allow for landmark developments.

A CITY OF TALL AND SMALL

Variety is the key to economic resilience and the city centre will be home to a diversity of building forms, from large format corporate headquarters to densely developed small infill sites. All types and scales of active urban development will be welcome.

MODERN AND ENERGY-EFFICIENT

The city centre will offer modern and energy efficient buildings in which to live and work. New development projects will incorporate best practice subtropical design, and the refurbishment of old building stock will be supported to achieve better energy standards.

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

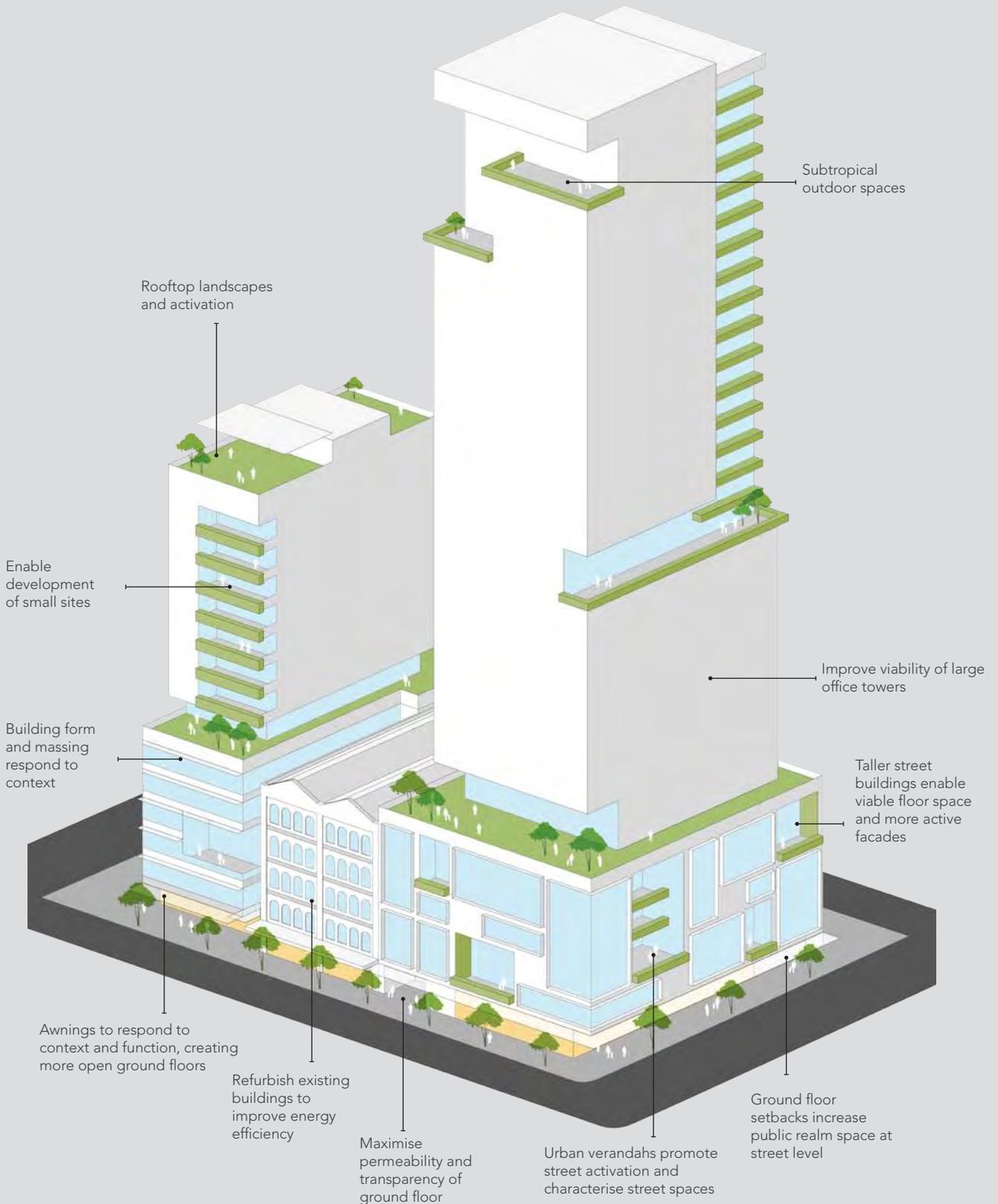
Amend the *City Centre Neighbourhood Plan* provisions to incorporate the following:

- 8.2 **Increase development capacity** in the city centre, while protecting residential amenity, through:
 - revisions to site cover and setback requirements
 - differing provisions for commercial and residential developments
 - improving viability for large office developments.
- 8.2 Promote the modernisation of old building stock to **improve energy efficiency**, and investigate the use of Environmental Upgrade Agreements.
- 8.2 Allow a greater **mix of uses** to respond to market demands.
- 8.2 Review **car parking and servicing requirements** for small development sites to improve development feasibility.
- 8.2 Replace the 'tangential rectangle' requirement with a **more flexible**, site-responsive approach to built form.
- 8.2 Investigate the transition of remaining transferable site area (TSA) into a **heritage maintenance fund** for the relevant properties.

INITIATIVES AND STUDIES

- i8 Continue to work with Brisbane Airport and the Federal Government to **review prescribed airspace** and increase city centre height limits above 274m.

INDICATIVE DEVELOPMENT OF CITY CENTRE BLOCK





A3.3 ACTIVE AND VIBRANT STREETS

Day or night, the streets of our city will come alive. Building design will be welcoming and help to create a vibrant streetscape. Buildings will be opened up at street level and above, with wide doors, windows, balconies and open air spaces that allow private and public spaces to merge and interact. Our buildings will welcome the outside world in and encourage economic exchange and social interaction.

KEY ELEMENTS

STREET BUILDINGS

The lower levels of a building must frame and interact with the street, like an 'urban verandah'. Distinct from the 'tower', which is set back and more distant, the 'street building' will engage the street at ground level with shops, cafes, laneways and foyers. Above street level, the street building will be permeable and subtropical, comprising louvres, balconies, awnings and vertical landscaping.

ACTIVE GROUND FLOOR

The city will be a place for social interaction and economic exchange. Amid the offices towers a fine grain of small commercial spaces will help innovative businesses flourish. Blank walls and servicing spaces will be rationalised to make space for shops and business tenancies. Design elements that include light wells, outdoor spaces and cross-block links will break up bulky structures, bringing in daylight and making the most of the climate. Activity will spill out on to streets with wide footpaths and high awnings, while cross-block links will invite people to move through and explore our city.

LOADING AND SERVICING

Loading and servicing is an essential part of building development. Smart design and management can minimise the adverse impact of vehicle crossovers and service entrances to ensure active and attractive streets. Opportunities for colocation of servicing and parking openings within single buildings and/or with adjoining developments will be maximised. Access for courier deliveries and taxis should also be considered to reduce pressure on kerbside space.

PRIORITY PROJECTS + INITIATIVES

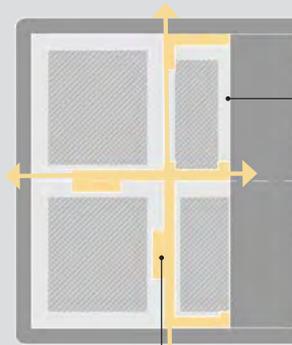
PROJECTS - refer project timings and responsibilities in Part B

Amend the *City Centre Neighbourhood Plan* provisions to incorporate the following:

- 8.2 Ensure **street buildings respond to context** and provide occupiable spaces and active uses.
- 8.2 Introduce an '**urban verandah zone**' for all street buildings, comprising layered, permeable facades through the use of balconies, apertures, landscape and awnings.
- 8.2 A more flexible approach to **awnings** that balances weather protection, openness, heritage and commercial outcomes.
- 8.2 Seek **underground car parking** for all new developments.
- 8.2 **Adjust loading and servicing requirements** (in consultation with stakeholders) to encourage smaller refuse vehicles and service entries and improve the frequency of refuse collection.
- 8.2 Clearer provisions for **active frontages** including defined terminology, and minimum requirements for active 'permeable' frontage and active 'visible' frontage for both ground level and street building facades.
- 8.2 Integrate **public art and creative lighting** into the publicly accessible and visible sections of buildings.

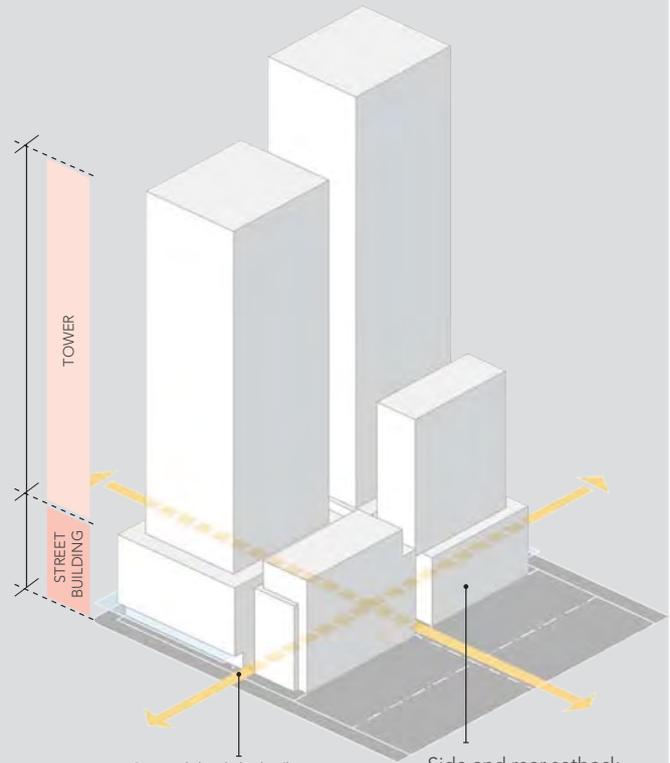
CREATING SUBTROPICAL SPACES

Larger buildings and smaller sites alike can utilise light wells, outdoor spaces and cross-block links to break up bulk, access daylight and make the most of our subtropical climate.



Cross-block links/laneways at ground level to increase potential of active edges

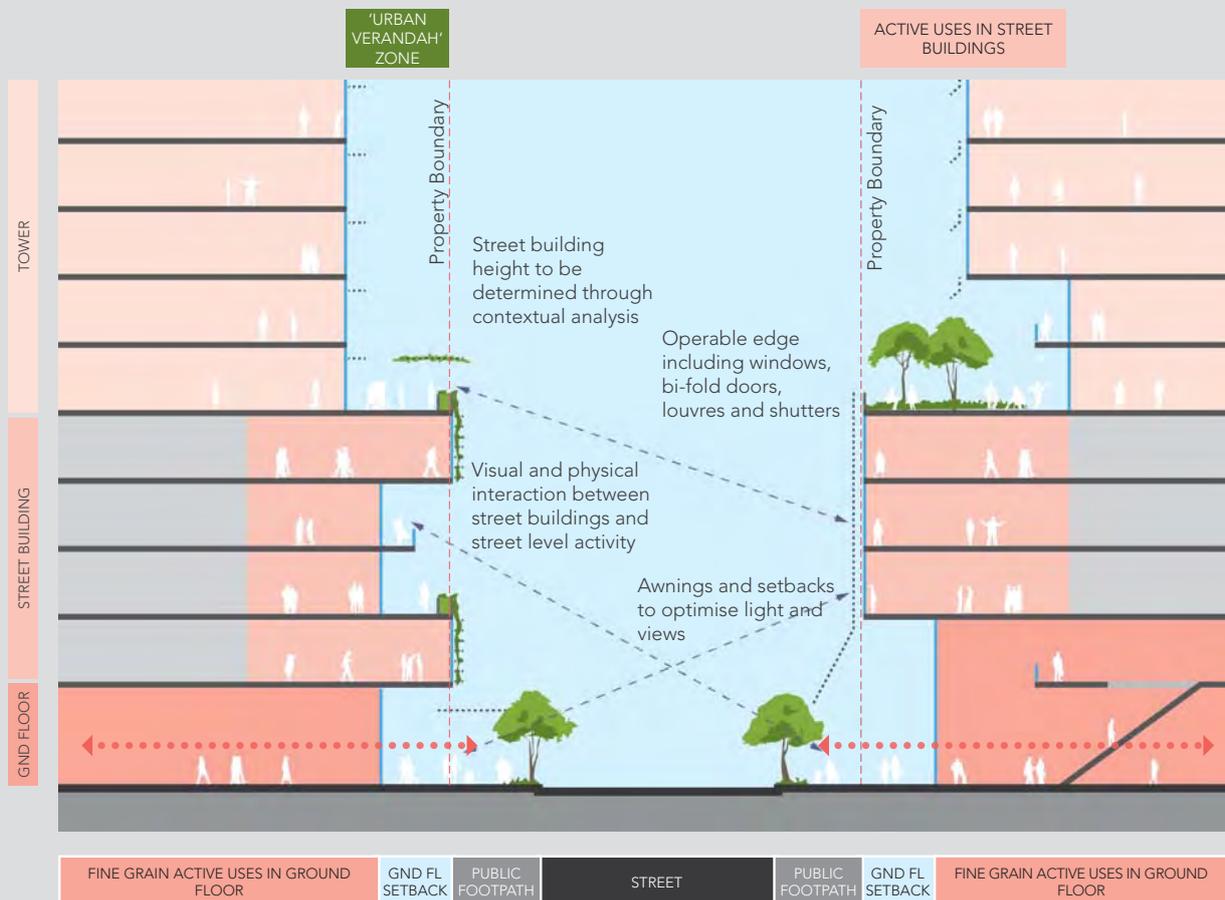
Side and rear setback to deliver daylight to building floor plate



Cross-block links/laneways at ground level to increase potential of active edges

Side and rear setback to deliver daylight to building floor plate

INDICATIVE SECTION THROUGH STREET BUILDING





A3.4 DESIGN EXCELLENCE

The city centre will showcase the highest standards of development, assisted by clear and flexible design guidance. Buildings must be beautifully designed, distinctly Brisbane in character, appropriate for their location and make a positive contribution to the community. Development projects must make the most of the opportunity to create great new architecture, deliver first-class environmental results and acknowledge their role in shaping the future of the city centre.

KEY ELEMENTS

DISTINCTLY BRISBANE

Buildings will embrace the subtropical climate, opening up to the elements while providing shade and comfort. Heritage buildings will be protected and refurbished to celebrate the past and contribute towards our city's future. New development will reflect a modern interpretation of our subtropical character, providing sustainable buildings and enjoyable outdoor spaces that are characteristic of Brisbane.

SUBTROPICAL SPACES

Buildings will incorporate outdoor spaces with landscaping and greenery to provide amenity, recreation opportunities and a relaxed, distinctly Brisbane form that will be known the world over. Edges, rooftops and terraces will use planting, landscape and water features to create subtropical spaces. Shading, articulation and orientation will address sun, solar heat gain and balance climatic conditions.

CONTEXTUAL AND APPROPRIATE

Development will reflect its local context including orientation, heritage, surrounding buildings, the streetscape character and movement networks. The best responses to context offer the best design solutions – and the best design solutions are encouraged and rewarded in our city centre.

A SIMPLE PROCESS

The assessment of new developments is simple and flexible. It allows for a best practice approvals process that rewards design excellence and quality contextual results.

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

- 8.2 Produce a '**buildings that breathe'** compendium to provide clear design guidance to city builders and stakeholders (developers, architects, government) including:
 - guiding the design of towers along our river's edge
 - illustrating how 'street buildings' will engage and enliven streetscapes
 - demonstrating the use of balconies, shading and awnings in the 'urban verandah zone'
 - using landscape as an intrinsic design element in built form.
- 8.2 Introduce a **clear 3-step process** to provide early advice and allow for flexible and innovative outcomes. This includes early engagement with Council's design panel.
- 8.2 Require an **urban context report** for all new city centre developments with the aim of demonstrating the benefits of the proposal against the design compendium and the **City Centre Neighbourhood Plan**, including:
 - contextual analysis and response to streetscape, public realm, adjoining heritage and built form
 - use the Virtual Brisbane 3D model for all major proposals to test development options and outcomes.

A SIMPLE 3-STEP PROCESS

STEP 1: CITY CENTRE NEIGHBOURHOOD PLAN PROVISIONS



Equitable gross floor area and basic building envelope

Built form adjusted in response to contextual analysis and 'buildings that breathe' compendium



STEP 2: CONTEXTUAL RESPONSE

STEP 3: DETAILED DESIGN AND NEGOTIATION



Development of design responding to review by Council.

DISTINCTLY BRISBANE DESIGN

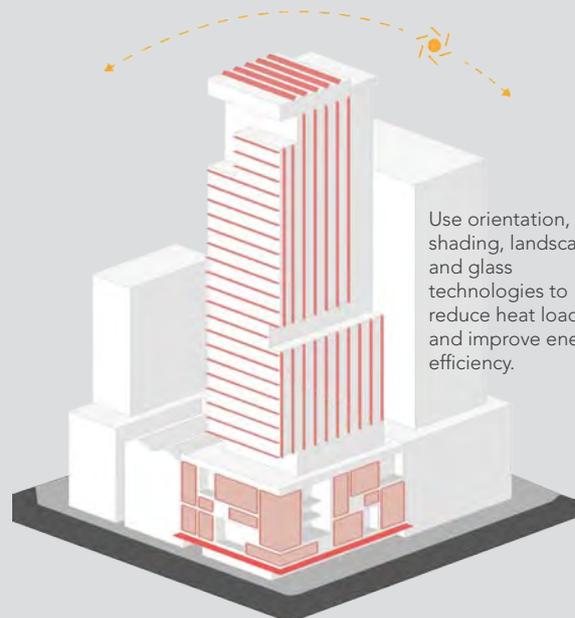
VERTICAL LANDSCAPES AND SUBTROPICAL SPACES

Provide outdoor spaces and integrate landscaping to take advantage of our subtropical climate



CLIMATE-RESPONSIVE DESIGN

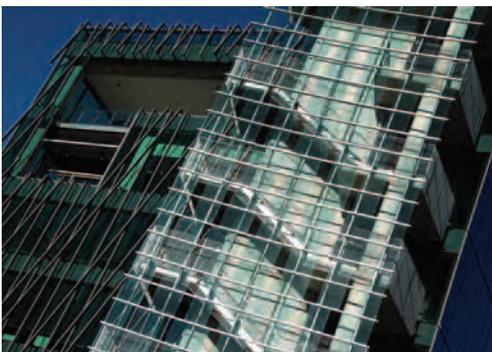
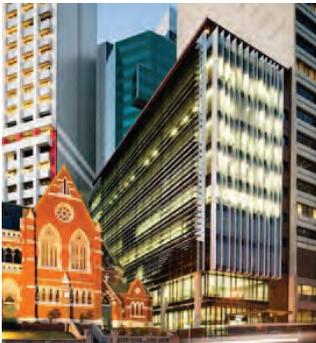
Use orientation, shading, landscape and glass technologies to reduce heat loading and improve energy efficiency.





BUILDINGS THAT BREATHE COMPENDIUM

Already there are many great exemplars of locally distinctive architecture in Brisbane's city centre, and Council will prepare a 'buildings that breathe' compendium to guide building design in the city centre.



SUBTROPICAL SPACES



CROSS-BLOCK LINKS



ACTIVE STREET BUILDINGS



ACTIVE GROUND FLOORS



A4

SOCIAL AND CULTURAL

60

A STAGE FOR URBAN LIFE

Welcome to Brisbane's civic and cultural heart. Sophisticated and expressive, our city centre appeals to young and old, offering something for everybody. The capital showcases the richness of our community and our distinctive culture. State-of-the-art cultural and social venues are places alive with opportunities to connect, create, learn and share. Our streets and small spaces are places of culture, creative energy and activity. Outdoor festivals and events enrich the city centre experience, celebrating our story and positioning us as a New World City.

DISCOVER OUR URBAN PLAYGROUND.

This will be delivered through the following sub-strategies:

- A4.1 An open door
- A4.2 World-class cultural experience
- A4.3 Every space is a stage





A4.1 AN OPEN DOOR

Our city centre will be open in every sense. Civic buildings will be welcoming places for the exchange of ideas and to showcase our traditions. Our diversity, cultural history and ever-changing story will be on show in the streets and public spaces of Brisbane for all to explore. Regardless of age, culture, mobility or background, people will be inspired to take part in city life, day and night. Our city will be fair and ethical with compassion for all. Everyone will be welcome in our city centre.

KEY ELEMENTS

AN INCLUSIVE CITY CENTRE

Inviting, safe and inclusive, our city centre will be, above all, accessible. Our civic spaces and buildings will be attractive to the public and connected to city life. Accessible paths will promote physical activity and positive, shared experiences.

A PLAYFUL CITY CENTRE

Our city centre will be a place to explore and have fun. Creative design and flexible programming will activate every corner, encouraging everyone to get involved. Adventurous, energetic and ever-changing, it will be a playground for young and old. Expect the unexpected.

TELLING OUR STORIES

Brisbane's cultural heritage and diversity will be brought to life through our natural features, streets, spaces, places and buildings. New public spaces, buildings and developments will highlight our heritage and evolution. We are proud of our past and our future.

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

- 1.2 Investigate opportunities to expand the role of the **Museum of Brisbane** into the streets and public spaces of the city centre.
- 4.2 Provide a new destination playground (including all-abilities equipment) in the **City Botanic Gardens**.
- 4.3 Revitalise the Old Windmill and reservoirs in **Wickham Parklands** as a cultural heritage precinct.
- 8.2 Promote the development of **child care facilities** in the city centre to support a workforce with children.
- 8.3 Celebrate the history of our city centre by establishing a **subtropical heritage loop** including:
 - the renewal of government owned heritage buildings as cultural destinations
 - the integration of cultural heritage trails and indigenous place names
 - telling the stories of our natural features including the river and quarried cliffs.
- 9.4 Provide **adventure play facilities** to encourage playful activity and recreation for people of all ages.

INITIATIVES AND STUDIES

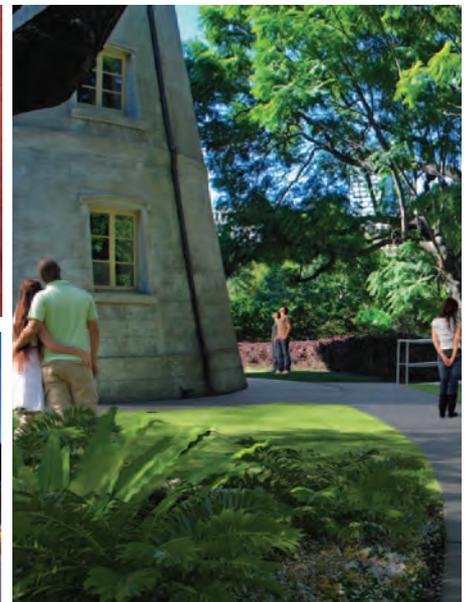
- i9 Continue development of the **Brisbane Mobility Strategy** including guidelines for equitable access, wayfinding, GPS aids and public awareness campaigns.



CELEBRATE CULTURAL HERITAGE SHOWCASE CULTURAL TRAILS

AN OPEN DOOR

DIVERSE INVITING DESTINATION PLAYGROUND SUBTROPICAL WATER PLAY FAMILY FUN





A4.2 WORLD-CLASS CULTURAL EXPERIENCE

The centre of our New World City will be home to world-class cultural experiences. New facilities and performance spaces will complement established cultural precincts to make our city centre a cultural destination in its own right. At the heart of all this activity will be a network of skilled and inspiring artists, designers and cultural organisations. We will be a creative and eventful city.

KEY ELEMENTS

AN OUTDOOR EVENTS SPINE

Albert Street will grow into an outdoor events spine that captures the heart of the city. Connecting our major public spaces and outdoor event facilities from Riverstage to King George Square and Roma Street Parklands, it will host street festivals, world-class events and pop-up performances.

ENTERTAINMENT SPINE

Queen Street will be a vibrant connection between key entertainment precincts, with superior art, culture and creative lighting projects delivering a visually dynamic environment.

CULTURAL QUARTERS

Our city centre will cement its reputation as a cultural incubator. Under-utilised laneways and heritage buildings will be upgraded and reimagined to allow artists, organisations and cultural production to flourish. These quarters will be concentrations of creative activity – spaces that blur the lines between public and private and break down the barriers between institutions, industries and city life.

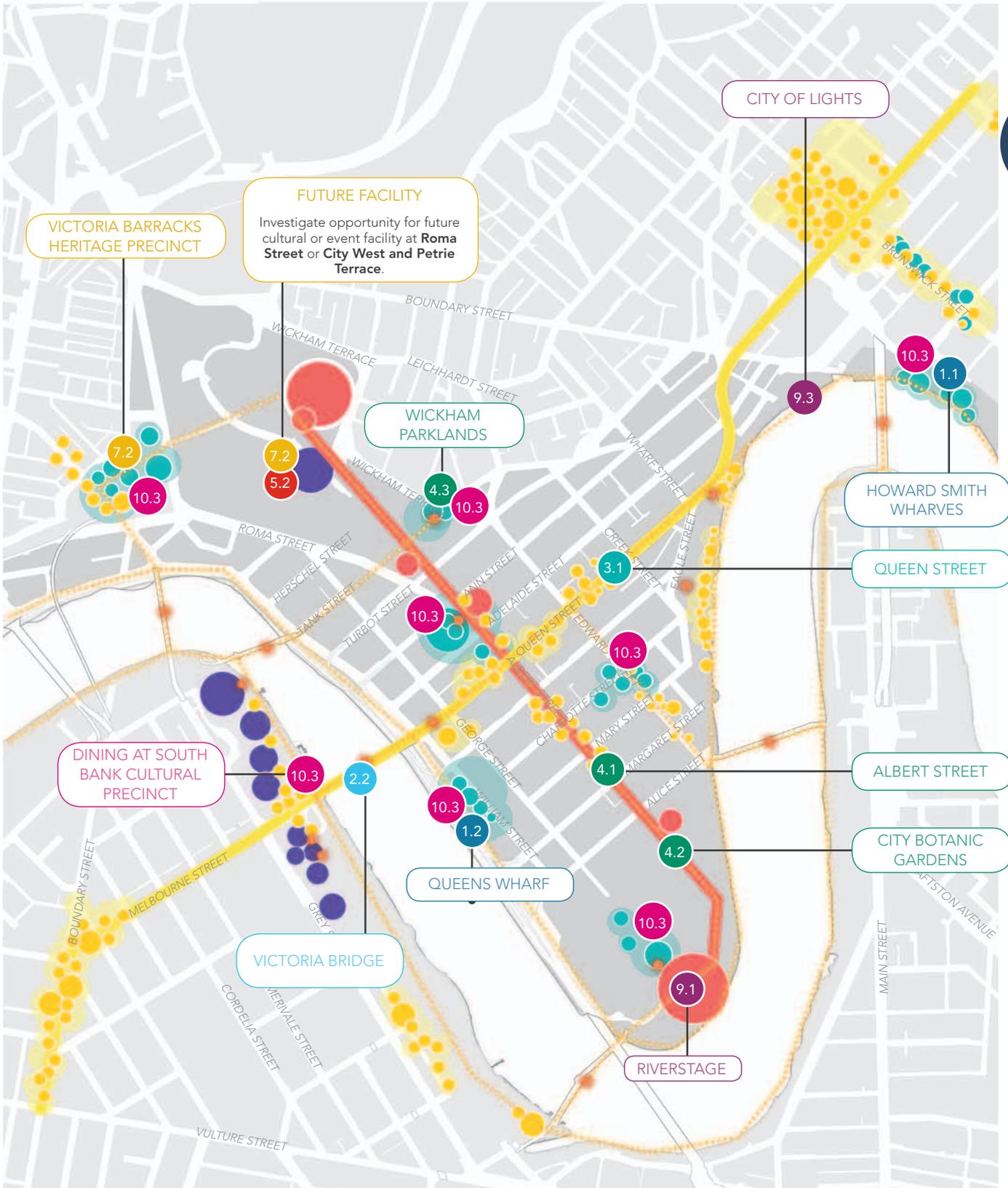
CITY OF LIGHTS

We will build on our growing reputation as a city of lights. Our distinctive buildings, skyline, bridges, parks, streets and spaces will be the canvas for creative lighting and projection projects. Temporary and permanent, they will showcase our cultural city to the world.

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

- 2.2 Enhance the entertainment spine between South Brisbane through to Fortitude Valley by progressively undertaking public realm improvements to Melbourne, Ann and **Queen Street** and the **Victoria Bridge**.
- 3.1
- 4.1 Enhance the outdoor events spine along **Albert Street** and extending into
- 4.2 **Wickham Parklands** and **City Botanic Gardens** by progressively undertaking public realm improvements to facilitate pop-up events and temporary activation.
- 4.3
- 5.2 Investigate opportunity for future cultural or event facilities at **Roma Street** and/or **City West and Petrie Terrace**.
- 7.2
- 9.1 Redevelop the **Riverstage** and surrounds into a world-class, outdoor event space that celebrates its riverside location.
- 9.3 Prepare and implement a '**city of lights**' strategy to build a reputation as a night-time destination.
- 10.3 Reimagine and revitalise clusters of heritage into '**cultural quarters**', home to theatres, galleries, event spaces, restaurants and creative industries. Potential **cultural quarters** include:
 - 1.1 **Howard Smith Wharves**
 - 1.2 **Queens Wharf**
 - 4.3 **Wickham Parklands**
 - 7.2 **Victoria Barracks heritage precinct**



Legend

- Outdoor events spine
 - Outdoor event venues and facilities
 - Cultural quarters – venues and facilities
- Cultural quarters – major venues and facilities
 - Entertainment and dining spine
 - Entertainment and dining precincts
- Feature lighting opportunities
 - City of lights – key cultural connections
 - 1.1 Reference to project in Part B



A4.3 EVERY SPACE IS A STAGE

The city centre will emerge as a living, breathing outdoor gallery and performance space, full of creative energy and artistic expression. Our dynamic, street-based culture will be played out on our city's streets, small spaces and at the river's edge, bringing our capital to life, day and night, seven days a week. Artists, creatives and community groups will be drawn to the city centre as a place for inspiration and to realise their ideas. Our city heart will be pumping with spontaneity and social exchange.

KEY ELEMENTS

POP-UP PERFORMANCES

Buildings, streets and public spaces will be activated by big and small events, featuring temporary activations that are quick, affordable and fun. Organised or impromptu, these events will support economic activity in the city centre, showcase our creative community and awaken the spirit of participation.

AN OUTDOOR GALLERY

The city centre will facilitate, inspire and host creative dialogue and expression. Collaboration between institutions and the creative community will enable the city's public and private spaces to become an outdoor gallery with a rich layer of permanent and ephemeral art that makes walking the streets an inspiration.

ENABLING

Our public spaces will be 'event-ready' stages that host an ever-changing array of activities, such as music, markets and food vans. Anyone will be able to participate in or host an event in the spaces of our city centre. We will cut red tape, develop streamlined processes, deliver base infrastructure and facilitate partnerships to cultivate a spirit of collaboration that makes it easier to activate the city.

NOTE: VIBRANT CITY PROGRAM

The projects and initiatives in this section are proposed as part of the Vibrant City program that will facilitate the activation of streets, laneways and small-scale spaces in partnership with creative communities, business and institutions (see page 160).

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

Invest in public realm improvements to the following laneways and small-scale spaces to support activation as part of the **Vibrant City program**:

- 9.2 Fish Lane
- 9.2 Fig Tree Reserve
- 9.2 Briggs Lane
- 9.2 Albert Street
- 9.2 QUT Forecourt (in front of Parliament House)
- 9.2 Howard Street Lane (alongside Admiralty Towers Park)
- 9.2 Arch Lane
- 9.2 William Street bomb shelter
- 10.1 Develop a **digital portal** and associated smart phone app to facilitate booking of spaces and organisation of events.

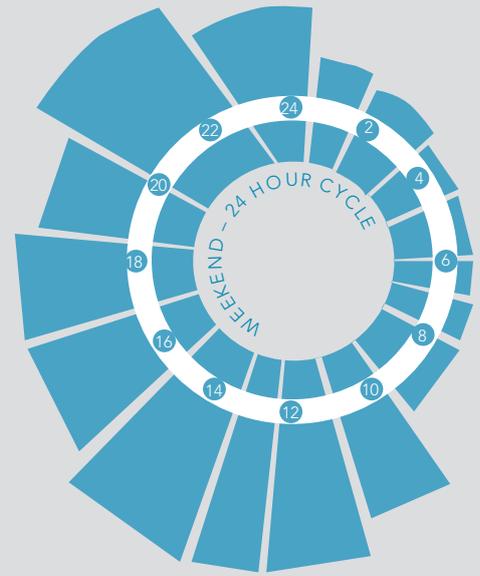
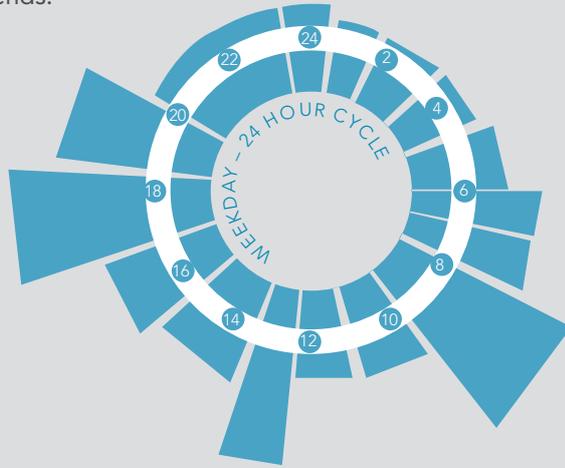
INITIATIVES AND STUDIES

- i10 Develop and deliver a network of **event-ready spaces, including performance stages and outdoor gallery infrastructure** throughout the city centre.
- i11 Establish a '**city as a gallery**' program for permanent and temporary art and design installations in collaboration with the creative community, institutions and industry.
- i12 Review **policy and regulatory requirements** to facilitate city centre activation and reduced red tape including temporary use of streets, laneways and vacant tenancies for pop-up activities and events.

TOWARDS A 24/7 ACTIVITY CYCLE

The most vibrant global cities never sleep. Brisbane needs to embrace opportunities to activate the city around the clock so that there is always something to see and do – weekdays, weeknights and weekends.

THE DAILY & WEEKLY CYCLE



THE ANNUAL CYCLE



The streets, laneways, parks, small spaces, our river and its edge offer a variety of spaces and opportunities for temporary and permanent activation of our city centre.

SPACES FOR ACTIVATION

STREETS & LANEWAYS



GREAT CITY PARKS & SMALL SPACES

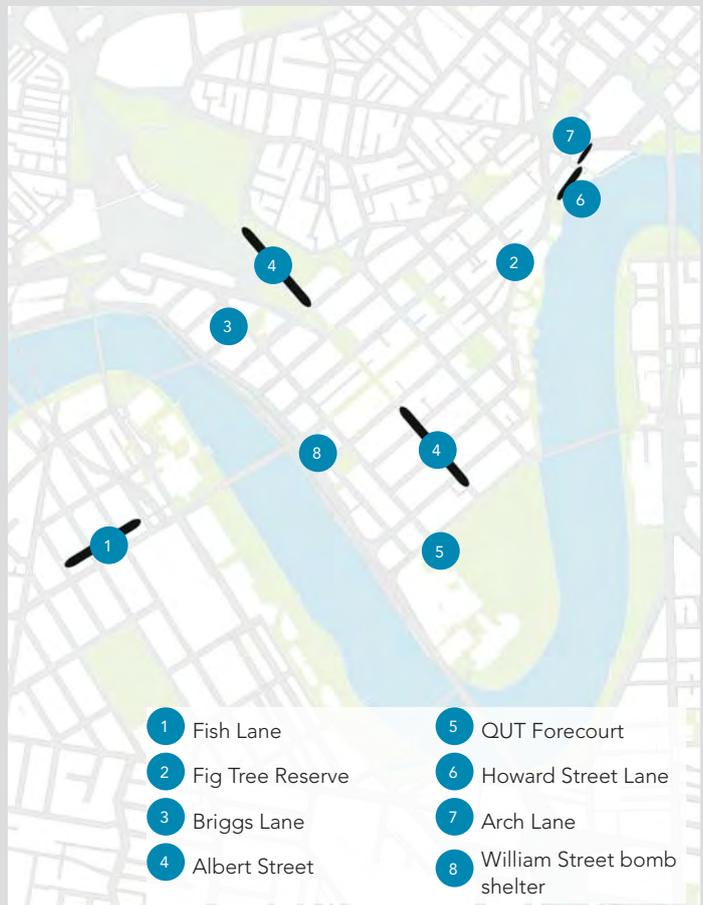


BRISBANE RIVER AND RIVER'S EDGE



9.2

PRIORITY SMALL-SCALE SPACES



(refer to Projects in Part B)

RETAIL



- Pop-up shops
- Markets and stalls
- Hole-in-the-wall tenancies
- Cafés and bars
- Creative business incubators



ACTIVATION & PROGRAMMING

TYPES OF ACTIVATION

A variety of types of activation will occur in different parts of the city centre and attract different people.

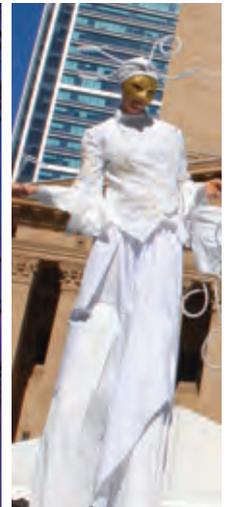
- RETAIL
- PERFORMANCE
- STREET FOOD
- ART AND DESIGN
- PLAY
- EVENTS AND FESTIVALS
- SPORTS AND RECREATION



PERFORMANCE



- Music
- Theatre
- Dance
- Cinema
- Busking



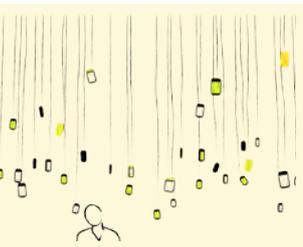
STREET FOOD



- Street food/ beverage carts
- Outdoor dining
- Food markets



ART AND DESIGN



- Temporary art and projections
- Sound and multimedia art
- Creative lighting
- Sculpture and painting



PLAY



- Pop-up playgrounds
- Games
- Dancing
- Water activities



EVENTS AND FESTIVALS



- Street parties
- Festivals
- Civic events



SPORTS AND RECREATION



- Ball and racquet sports
- Cycling/BMX
- Skateboarding
- Rock climbing



A5

TRANSPORT

70

WHERE PEOPLE CONNECT

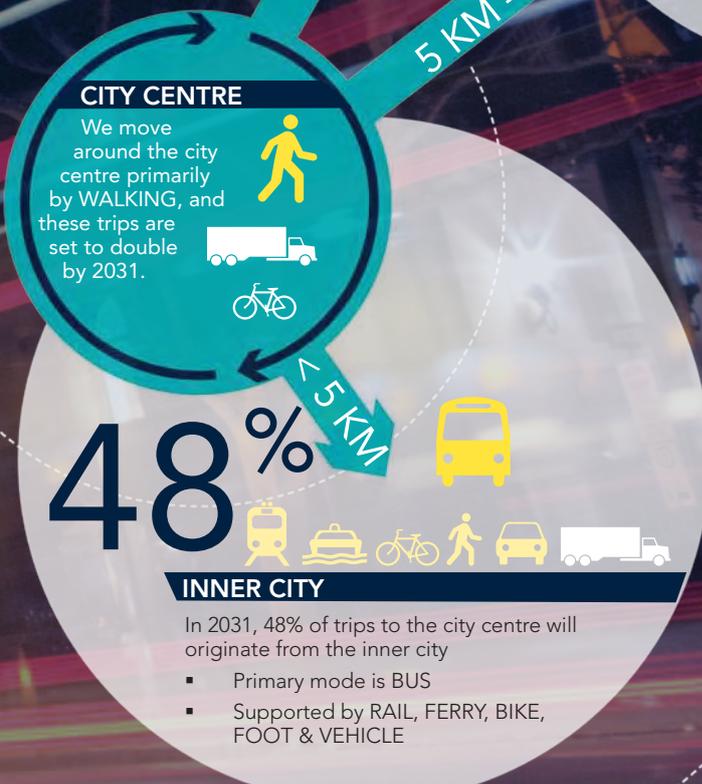
The city centre is a place for people and business to connect, and easy access is essential. The transport network is simple to use and moves people and goods to, from and within our city centre smoothly. Buses and trains glide through the city and the streets are bustling with people. Grand gateways celebrate arrival into the capital and the river connects it with surrounding neighbourhoods, making the everyday commute a memorable experience.

OUR CITY CENTRE IS A SPECIAL PLACE WHERE PEOPLE MOVE FREELY.

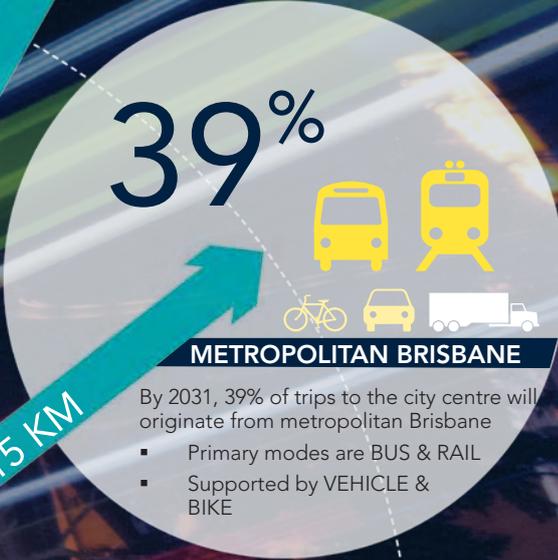
This will be delivered through the following sub-strategies:

- A5.1 An easy commute
- A5.2 Connecting the inner city
- A5.3 Connecting active pathways
- A5.4 Shared streets

HOW WE WANT TO MOVE, TO, FROM & IN OUR CITY CENTRE



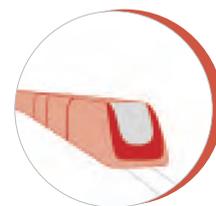
5 KM – 15 KM



+ 15 KM



Primary modes of transport
Supporting modes of transport
Goods and servicing



A5.1 AN EASY COMMUTE

Public transport will be the best way to commute to the city centre. With an 80% increase in public transport projected, we will invest in high-capacity and high-frequency transit to keep our city growing strong. Brisbane will boast an extensive inter-modal network, seamlessly integrated with the urban environment. Our international-standard transit system will be attractive, efficient and easy to use.

KEY ELEMENTS

GRAND TRANSIT INTERCHANGES

Grand transit interchanges will celebrate arrival into the city centre with a distinctly Brisbane welcome. Existing stations will be upgraded and new stations will be built with civic architecture and grand buildings to create identifiable destinations. They will offer generous access to natural light and the open air while providing protection from the elements. Safe, simple and direct connections will provide easy interchange between transport modes and linkages into public spaces. Whether existing stations are refurbished or new ones built, they will inspire new development opportunities.

A TRANSIT CITY

New transit infrastructure and improved services will sustain the continued growth and prosperity of the city centre. We will invest in underground transit infrastructure to reduce impacts on city streets and improve amenity for pedestrians and business. A network of rail, bus and CityGlider services will ensure an effortless ride between the region and the state capital.

GATEWAY BUS ACCESS

New bus stations and stops will be established around the city centre, supported by new and improved bridges and streetscapes. These new gateways will offer passengers convenient access to the city centre and take pressure off existing corridors such as Victoria Bridge. Walking from a Kangaroo Point bus stop to Edward Street via a new bridge will be as easy as walking from Central Station.

CITY CENTRE BUS STRATEGY

Additional bus network capacity will be unlocked through more efficient operation of the existing network. This will allow smarter approaches to timetabling, stop assignment, real-time schedule management, fare validation, and boarding and alighting. This will also ease constraints on buses accessing the inner city at South Brisbane, Woolloongabba and Fortitude Valley.

PRIORITY PROJECTS + INITIATIVES

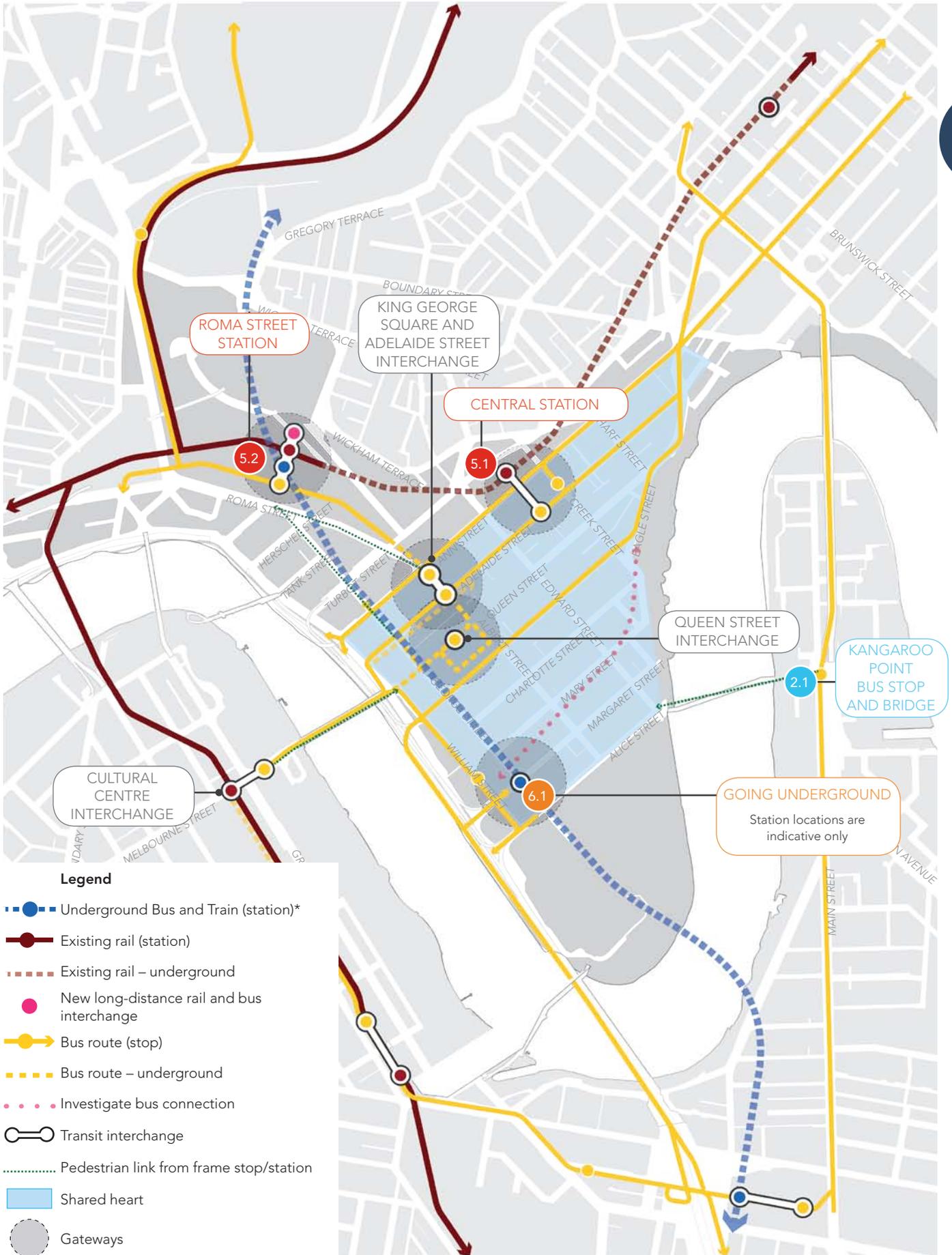
PROJECTS - refer project timings and responsibilities in Part B

- 2.1 Provide new bus stops at **Kangaroo Point** in connection with new pedestrian and cycle bridge.
- 5.1 Facilitate improvements to **Central Station** including better connections with Adelaide and Queen Street.
- 5.2 Redevelop **Roma Street Station** to deliver a grand transit interchange.
- 6.1 Deliver **Underground Bus and Train** with a new rail station near the southern end of George Street.

Deliver improvements to inner-city bus network to unlock the busways and improve bus access to the city centre.

INITIATIVES AND STUDIES

- i13 Undertake early **rail network capacity works** to improve operational efficiencies for Brisbane's rail network.
- i14 Deliver **bus operational efficiencies** to including simplified bus routing and stopping patterns, improved timetabling, all-door boarding and off-vehicle ticketing innovations.

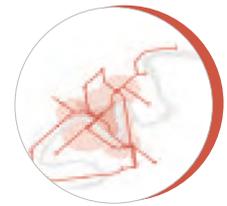


Legend

- Underground Bus and Train (station)*
- Existing rail (station)
- - - Existing rail - underground
- New long-distance rail and bus interchange
- Bus route (stop)
- - - Bus route - underground
- ... Investigate bus connection
- Transit interchange
- ... Pedestrian link from frame stop/station
- Shared heart
- Gateways
- 1.1 Reference to project in Part B

GOING UNDERGROUND
Station locations are indicative only

*Underground Bus and Train is currently under investigation by the Queensland Government and subject to change



A5.2 CONNECTING THE INNER CITY

Brisbane will develop a frequent and sophisticated, 'turn up and go' network that connects inner-city neighbourhoods and destinations. In 2031, almost half the trips to the city centre will be from inner-city neighbourhoods. Better connecting these neighbourhoods to the city with easy to use transit networks will be vital for economic growth and inner-city lifestyles. This inner-city network will be easily recognisable for visitors, and will keep the city centre buzzing at night-time and weekends.

KEY ELEMENTS INNER-CITY METRO NETWORK

As part of the evolution toward a 'metro' style transit system, the CityGlider concept will be evolved and expanded into a sophisticated, highly visible and frequent inner-city network. It will connect major employment, health, education and cultural destinations with the city centre.

TRANSIT STREETS AND INTERCHANGES

Regional public transport services will connect with the CityGlider network at key transit streets and interchanges. These transit streets will be de-cluttered and upgraded with modern shelters, furniture and digital information to provide a streamlined public realm that supports transit, pedestrians and retailing alike. Key interchanges, such as Woolloongabba, will ensure that regional commuters can easily access a range of inner-city destinations, without congesting the main transit corridors.

RIVER TRANSPORT

The river is an essential component of Brisbane's transport system. Taking to the water is a favourite commuting and sightseeing experience for locals and visitors as CityCats cruise around the river providing easy, enjoyable access to our most-loved riverfront parks, cultural facilities and riverside neighbourhoods. The CityCat and ferry services will continue to support the CityGlider network in providing smooth, limited-stop connections across the inner-city neighbourhoods.

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

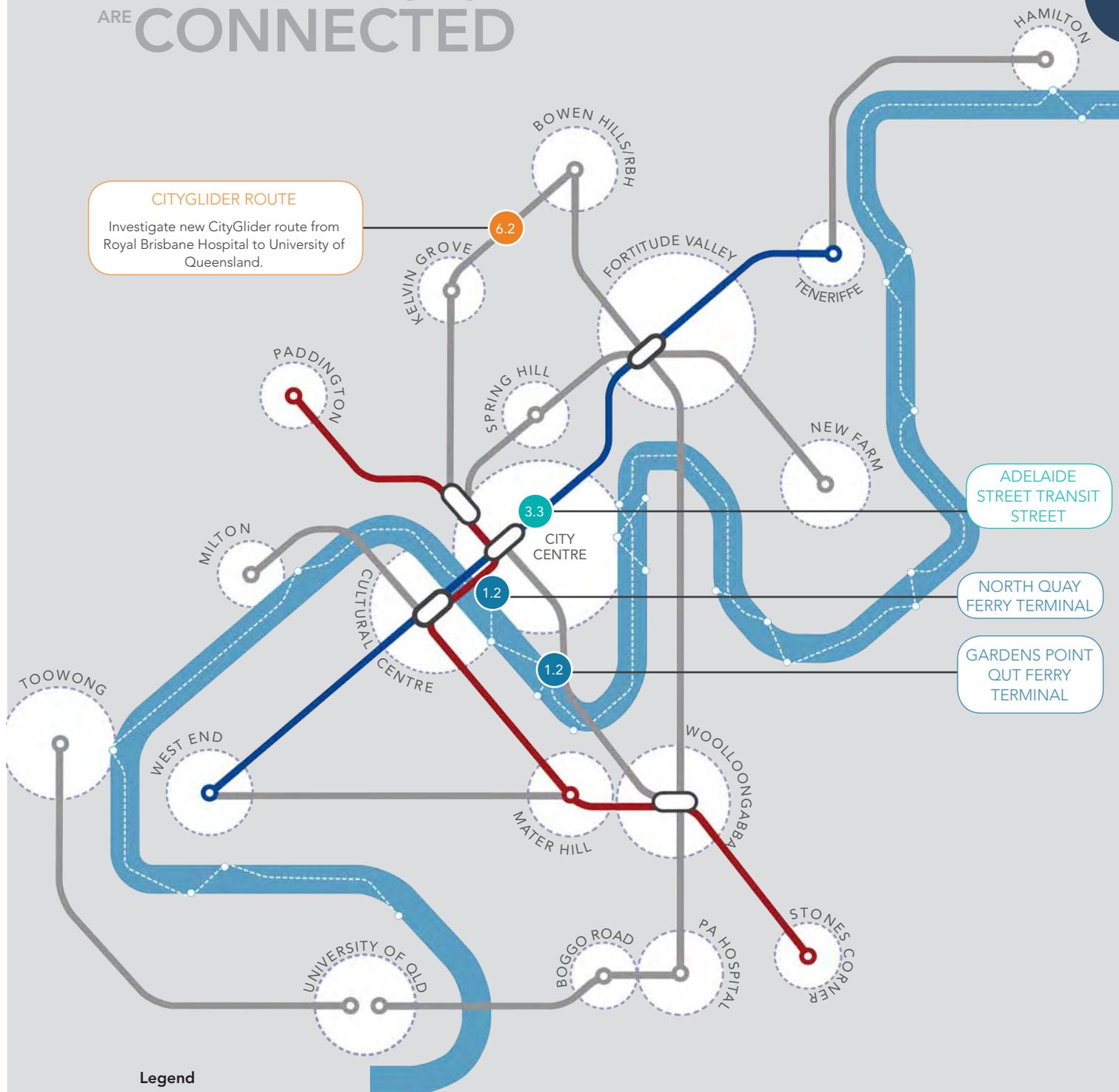
- 1.2 Upgrade **North Quay ferry terminal**.
- 1.2 Upgrade **Gardens Point QUT ferry terminal**.
- 3.3 Undertake streetscape improvements to transform **Adelaide Street** into a world-class transit-street, balancing high-frequency bus services with pedestrian movement and retail functions.
- 6.2 Investigate a **CityGlider network** strategy and implementation plan to connect Brisbane's inner-city neighbourhoods with a sophisticated transit system.

INITIATIVES AND STUDIES

- i15 Investigate opportunity for a **RiverHub** – a consolidated public marina and tourist boat terminal – at Howard Smith Wharves.

INNER-CITY CONNECTIONS

OUR INNER-CITY NEIGHBOURHOODS
 EMPLOYMENT
 CULTURE AND
 EDUCATION HUBS
 ARE **CONNECTED**



CITYGLIDER ROUTE
 Investigate new CityGlider route from Royal Brisbane Hospital to University of Queensland.

ADELAIDE STREET TRANSIT STREET

NORTH QUAY FERRY TERMINAL

GARDENS POINT OUT FERRY TERMINAL

Legend

- Existing blue CityGlider
- Existing maroon CityGlider
- Potential CityGlider connections (indicative only)
- Ferry/CityCat route (terminal)
- 1.1 Reference to project in Part B



A5.3 CONNECTING ACTIVE PATHWAYS

Cycling and walking around the city centre will be a pleasure. A network of safe, direct and continuous pathways will be delivered to connect inner-city neighbourhoods, employment centres and cultural and entertainment facilities to the city heart along the river's edge and through the many parks. These pathways will offer an affordable, healthy and reliable option that saves time and money. End-of-trip facilities will be provided alongside other gateway initiatives to make these journeys convenient. Many more of us will be able to commute on foot or bike and do our bit to help the environment.

KEY ELEMENTS

RIVERWALK PATHWAYS

Brisbane's popular network of continuous riverfront pathways offers picturesque active transport routes along the banks. Catering to both commuter and recreational users, pedestrians, runners and cyclists will share the generous pathway network. Jogging, walking and cycling loops will be promoted through the RiverLoop strategy while RiverLink will help people navigate between the river and the city.

A CITY OF BEAUTIFUL BRIDGES

Brisbane's topography makes bridges an essential component in ensuring the city centre is accessible. New and upgraded bridges will provide safe, direct, and comfortable access for pedestrians and cyclists from the edge of the city into the pedestrian heart. Integrated with the public transport network, they will also be important arrival gateways for commuters. We are a river city and we love our bridges.

ACTIVE TRANSPORT GATEWAYS

We will celebrate the transition from the river's edge to the city centre. Welcoming arrival plazas, landscaping and wayfinding signage will provide smooth transitions from city centre fringe transit drop-offs to river crossings and pathways. Intersection improvements will ensure safe connections and signal the transition for cyclists leaving the pathway network and moving on to shared CBD streets. Accessing our city centre on foot will be a simple step.

END-OF-TRIP FACILITIES

Cycling, running and walking to the city centre will be convenient for everyone. End-of-trip facilities, water stations and wayfinding signage will be provided at transport gateways and at thresholds to the city heart. Combined with casual parking and cycle stations, the facilities will cater for commuters and the recreational cyclists. It will be easy to be active and healthy in our city.

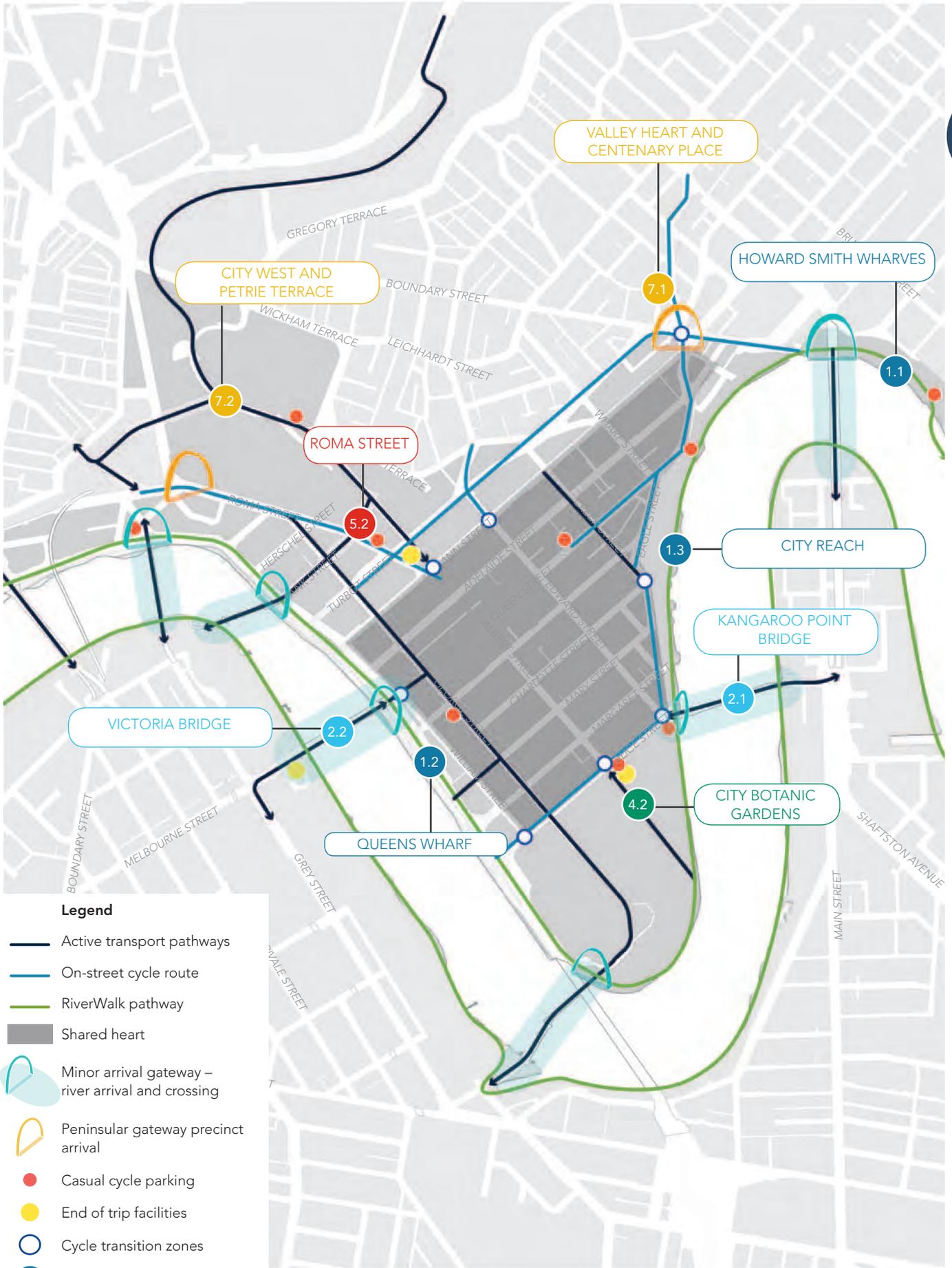
PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

- 1.1 Upgrade RiverWalk pathways through revitalisation of **Howard Smith Wharves, Queens Wharf and City Reach**.
- 1.2
- 1.3
- 2.1 Construct **Kangaroo Point Bridge** providing a new pedestrian and cycle connection to the city centre.
- 2.2 Improve pedestrian and cycle safety and amenity along **Victoria Bridge** including the intersections at either end.
- 4.2 Provide improved cycle paths and end-of-trip facilities at **City Botanic Gardens**.
- 5.2 Deliver new pedestrian and cycle connection across **Roma Street** connecting Kurilpa Bridge to Roma Street Parklands through the Supreme Courts and District Court precinct.
- 7.1 Investigate preferred alignment of city centre – **Fortitude Valley** cycle connection and East-West Cycle Link.
- 7.2 Investigate a new pedestrian and cycle bridge over rail line and Countess Street connecting **Petrie Terrace**, the Victoria Barracks precinct and Roma Street Parklands.

INITIATIVES AND STUDIES

- i16 Implement a program of **casual cycle parking** and **end-of-trip facilities** at active transport gateways to the city centre and Fortitude Valley.



Legend

-  Active transport pathways
-  On-street cycle route
-  RiverWalk pathway
-  Shared heart
-  Minor arrival gateway – river arrival and crossing
-  Peninsular gateway precinct arrival
-  Casual cycle parking
-  End of trip facilities
-  Cycle transition zones
-  Reference to project in Part B



A5.4 SHARED STREETS

Our city streets are busy spaces and need to be shared by pedestrians, businesses, buses, cyclists and other vehicles. More than 250,000 people arrive in our city centre per day, and this number will grow significantly. The streets at the heart of our city will be upgraded to balance the movement of vehicles with the growing needs of pedestrians and businesses. Smart management of city streets and allocation of kerbside space will reflect the changing needs of the city at different times of the day and week. The needs of buses, cars, taxis and service vehicles will be balanced with pedestrian movement and opportunities for capturing economic activity. Our city centre streets will be open for business.

KEY ELEMENTS

MANAGING THE RHYTHM OF THE STREETS

Smart management of the space we already have is a key part of creating a pedestrian-focused heart. Kerbside space is limited, however, integrated solutions and smart time management can help greatly in unlocking more capacity for public transport and servicing, ensuring the public realm is an attractive place for pedestrians.

SAFE FOOTPATHS AND CROSSINGS

With pedestrian journeys in the city centre set to double, it is essential footpaths and pedestrian crossings are widened and improved to create safe streets. Improvements to intersections, paving, equitable access and mid-blocks links will ensure safe, convenient and direct connections between key destinations. Walking around our city centre will be a breeze.

CONNECTIONS TO OUR TRANSIT GATEWAYS

The role of public transport is set to increase in tandem with the growth of the city. We will continue to invest in the safety and design of our connections to our transit nodes. Be it bus, train, CityGlider, CityCat or ferry, we will provide clear signage and generous, uncluttered pathways to ensure the journey is effortless from the station environment through to city streets.

PRIORITY PROJECTS + INITIATIVES

PROJECTS - refer project timings and responsibilities in Part B

Undertake master planning for the city boulevards and implement streetscape improvements to deliver widened footpaths, intersection buildouts, street furniture, and de-cluttering, including:

- 3.1 **Queen Street** to reflect its role as a city boulevard and primary pedestrian axis.
- 3.2 **Edward Street** to reflect its role as a city boulevard with a retail environment role.
- 3.3 **Adelaide Street** to reflect its role as a city boulevard with a bus transit focus.
- 3.4 **Elizabeth Street** to reflect its role as a city boulevard street with a mixed use and changing transit role.
- 4.1 **Albert Street** to reflect its role as a city boulevard and primary pedestrian axis.
- 6.1 **George Street** to reflect its role as a city boulevard and pedestrian transit spine.

INITIATIVES AND STUDIES

- i17 Develop and implement a **city centre road user operating plan** for priority management and use of roads and kerbside allocation by transport mode, for different times of the day and week.
- i18 Undertake on-going **intersection upgrades** to improve pedestrian and cyclist safety.

A COLLABORATIVE APPROACH

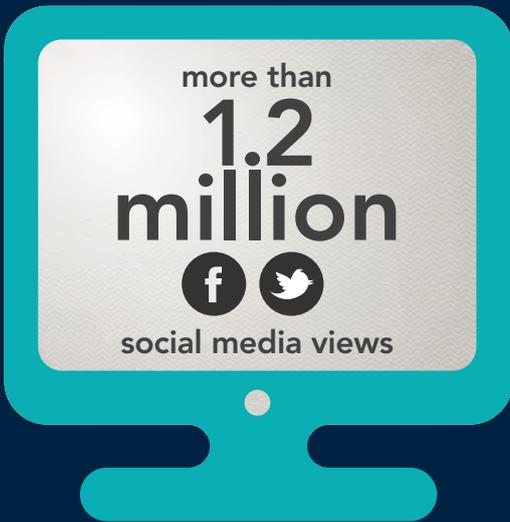
Council's Ideas Fiesta in April 2013 encouraged the Brisbane community to explore the future of their city centre through a three-week program of events across the CBD, supported by online channels. The fiesta aimed to evoke discussion and excitement about Brisbane's future and to invite the community to participate in shaping their city centre. The passion and talent of Brisbane's design, development, business, education and creative communities was harnessed to offer a diverse range of experiences including workshops, forums, community events and the showcasing of transformative ideas. The Ideas Fiesta provided a platform for the exchange of ideas in a collaborative, fun and open way. Ideas and feedback received have influenced the directions of the master plan and helped Council identify priorities for future delivery.



COMMUNITY ENGAGEMENT

ideasfiesta

SNAPSHOT



	Web views:	61,847
	Twitter views:	607,658
	Facebook views:	680,110
	Facebook likes:	4732
	Post-it note votes:	1271
	Emails:	95



10

INDUSTRY WORKSHOPS AND FORUMS

Council partnered with the design and development industry to present 10 workshops and forums during the fiesta. Some workshops explored ideas for the city centre generally, while others focused on particular areas or aspects such as architecture, retail, stations and the riverfront.

IDEAS AND CONCEPTS FROM 1200 STUDENTS

More than 1200 secondary and university students focused on the city centre and transformative areas as part of their course work. Students were encouraged to share their ideas on the social hub and the best of offerings were exhibited at various fiesta events, including the Ideas Gallery event in King George Square.

PHOTOGRAPHY & SKETCHING
GUIDED WALKING TOURS
PARK & SQUARE EVENTS
LANEWAY EVENTS
STREET PICNICS
WORKSHOPS
LIVE MUSIC
FORUMS
FITNESS
FILMS
ART

IDEAS FOR 17 TRANSFORMATIVE AREAS

Leading Brisbane and interstate design teams were invited to prepare ideas for 17 transformative areas. The ideas were aspirational and intended to stimulate conversation about the future of the city centre and capture the community's imagination. Ideas submitted by the design teams were released on Council's website, via social media and exhibited at events throughout the three weeks of the fiesta.

17 COMMUNITY EVENTS

Community organisations and local businesses joined with Council to present 17 community events throughout the fiesta. Ranging from street picnics to laneway and park events, guided walks, films, exhibitions and more, they provided the opportunity for the community to share their ideas while actively engaging with – and shaping – the city centre.

Most popular ideas for the city centre



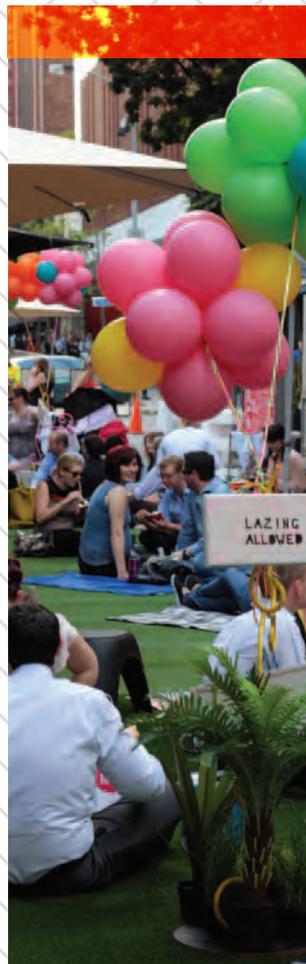
Shade and greenery in the city centre

-
- embrace our subtropical climate
-
- more green space, trees and green walls
-
- less concrete
-



Pop-up events to create a more vibrant city centre

-
- food carts, music, art, markets, laneway events, outdoor cinemas
-
- make it easier for these events to happen (less regulation)
-



Reclaiming of the streets for pedestrians and overwhelming support for the Albert Street Picnic

-
- permanently close Albert Street to traffic and create a green link between the City Botanic Gardens and King George Square/Roma Street Parklands
-
- continue the temporary closure of Albert Street and/or other CBD streets on a more regular basis e.g. lunch time every day, once a week or once a month
-



Pedestrian and cyclist-friendly streets

-
- safe and comfortable
-
- wide, shaded pedestrian boulevards
-
- separate bike lanes
-
- less traffic
-



Creative lighting throughout the city centre

-
- on buildings
-
- in trees
-
- along footpaths
-
- a 'city of lights' experience
-



More rooftop places

-
- gardens
-
- publicly accessible
-
- food and drink destinations
-



Better use of the river frontage

-
- improve public access
-
- places to touch and engage with the river
-
- places to relax, eat, drink and recreate along and on the river
-



A '24-hour city'

-
- with extended hours for dining, retail, libraries and entertainment venues
-
- late-night activation of city streets and spaces
-

CITY-MAKING MOVES & IMPLEMENTATION PLAN

Part B of the *Brisbane City Centre Master Plan 2014* sets out the framework for delivery. It comprises 10 'city-making moves' and 31 transformative projects that will set a new direction for our city centre and deliver our vision for an Open Brisbane. It is supported by an implementation plan that identifies the priorities for delivery over the next five years.

PART



THREE MECHANISMS FOR DELIVERY

The ability to achieve the vision for an Open Brisbane is more than just Brisbane City Council's responsibility. Implementation and delivery of this plan requires the public and private sectors to work together.

The following section outlines the three mechanisms for delivery of this plan – all equally important and able to be implemented in parallel:

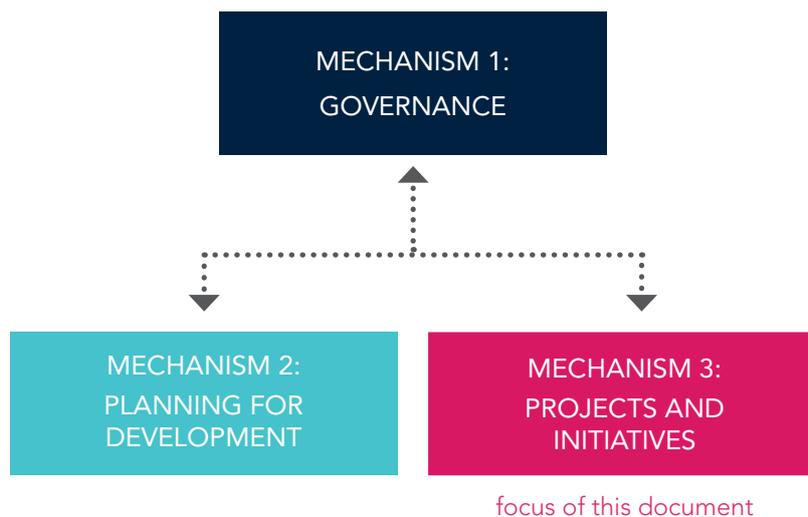
- Governance
- Planning for Development
- Projects and Initiatives.

STATUS: A LIVING DOCUMENT

The *Brisbane City Centre Master Plan 2014* is a flexible, living document. The precise timing, responsibility and funding for each action can be difficult to predict, and therefore the plan sets out the broad direction and priorities to guide future development and investment. In this context, this delivery framework has sought to:

- Present city-making moves to guide decision-making and identify key projects
- Identify transformative and catalytic projects as priorities for investment
- Provide high-level guidance on timeframes, responsibilities and actions.

The plan will be monitored and refined regularly to ensure future opportunities can be captured and built into the delivery process. While this plan accounts for growth and development for the 20 years up to 2034, the implementation plan will focus on the delivery of priority projects and initiatives during the next five years.

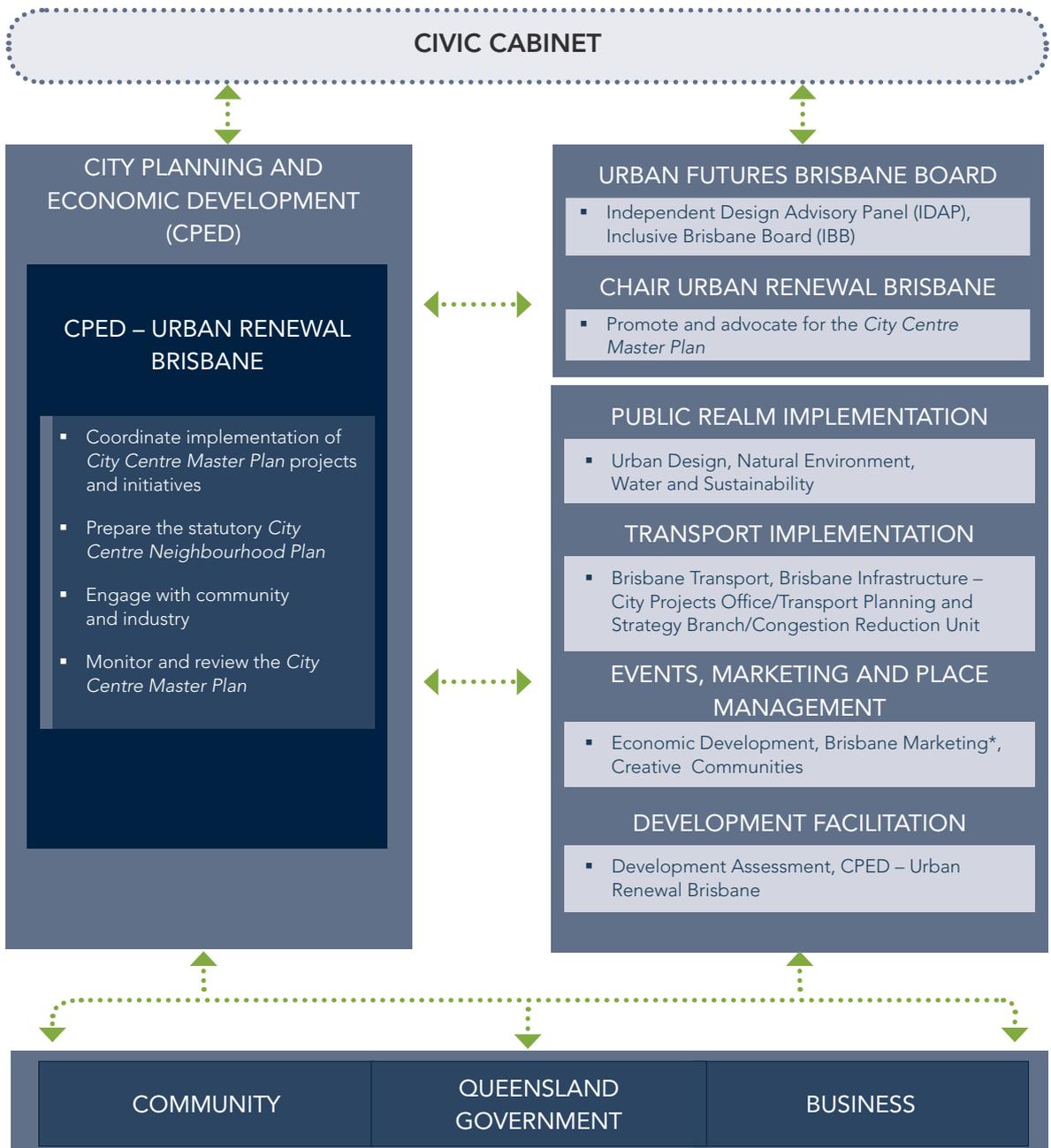


Mechanism 1:

GOVERNANCE

The successful implementation of this plan is closely tied with the governance arrangements adopted to oversee its delivery. Implementation requires strong leadership, collaboration with stakeholders and a robust approach to decision-making.

The governance framework within Brisbane City Council will foster both leadership and collaboration, ensuring planning guidance, development facilitation, infrastructure planning, project delivery and place management functions are coordinated. Council will work collaboratively with the community, business and the Queensland Government to fulfil our city centre’s potential. This governance structure can adapt and evolve over time in response to new challenges and directions.

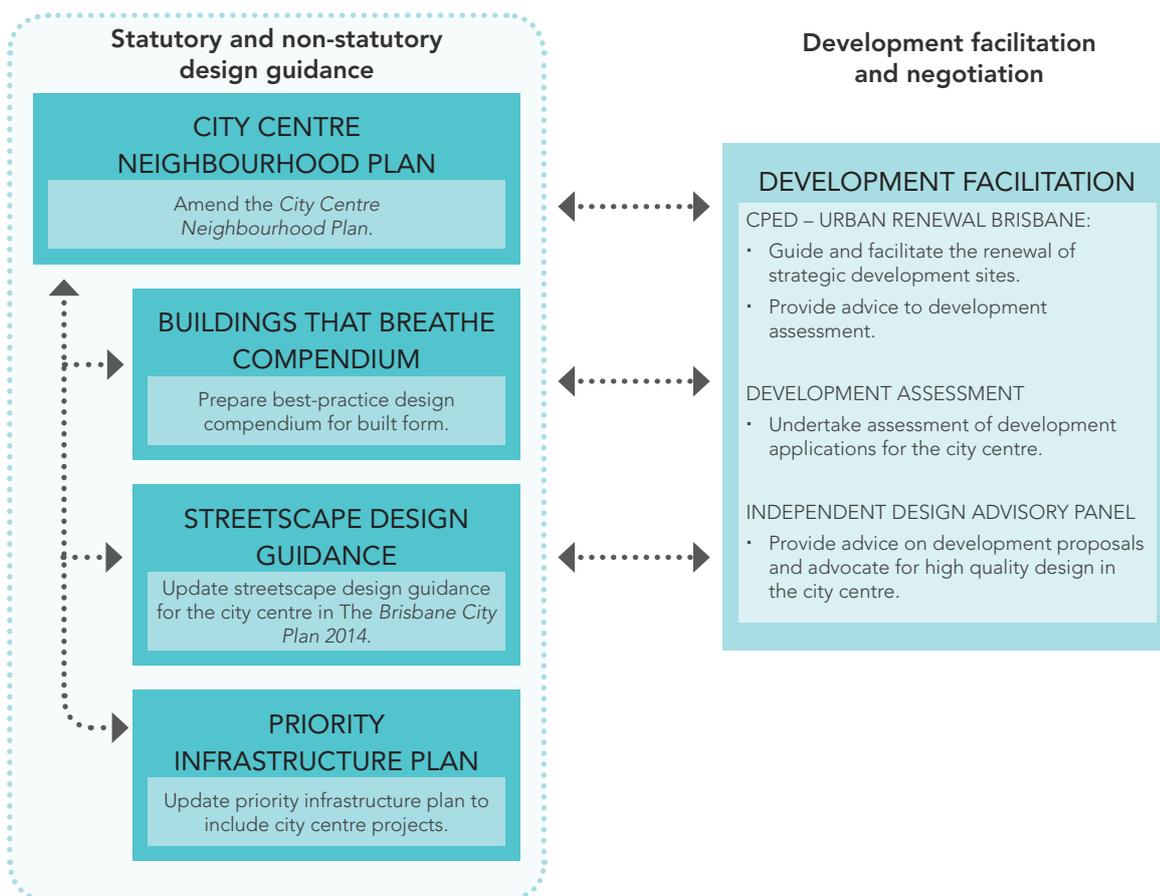


* Brisbane Marketing is a wholly owned subsidiary of Brisbane City Council

Mechanism 2:

PLANNING FOR DEVELOPMENT

Private development and investment will play a major role in the city centre's economy and the lifestyle it offers. With 50 new buildings projected over the next 20 years, the private sector will also drive significant changes in our built form, public realm and infrastructure. An effective planning framework can harness and guide this development to optimise community benefit and help deliver our vision for the city centre.



Mechanism 3:

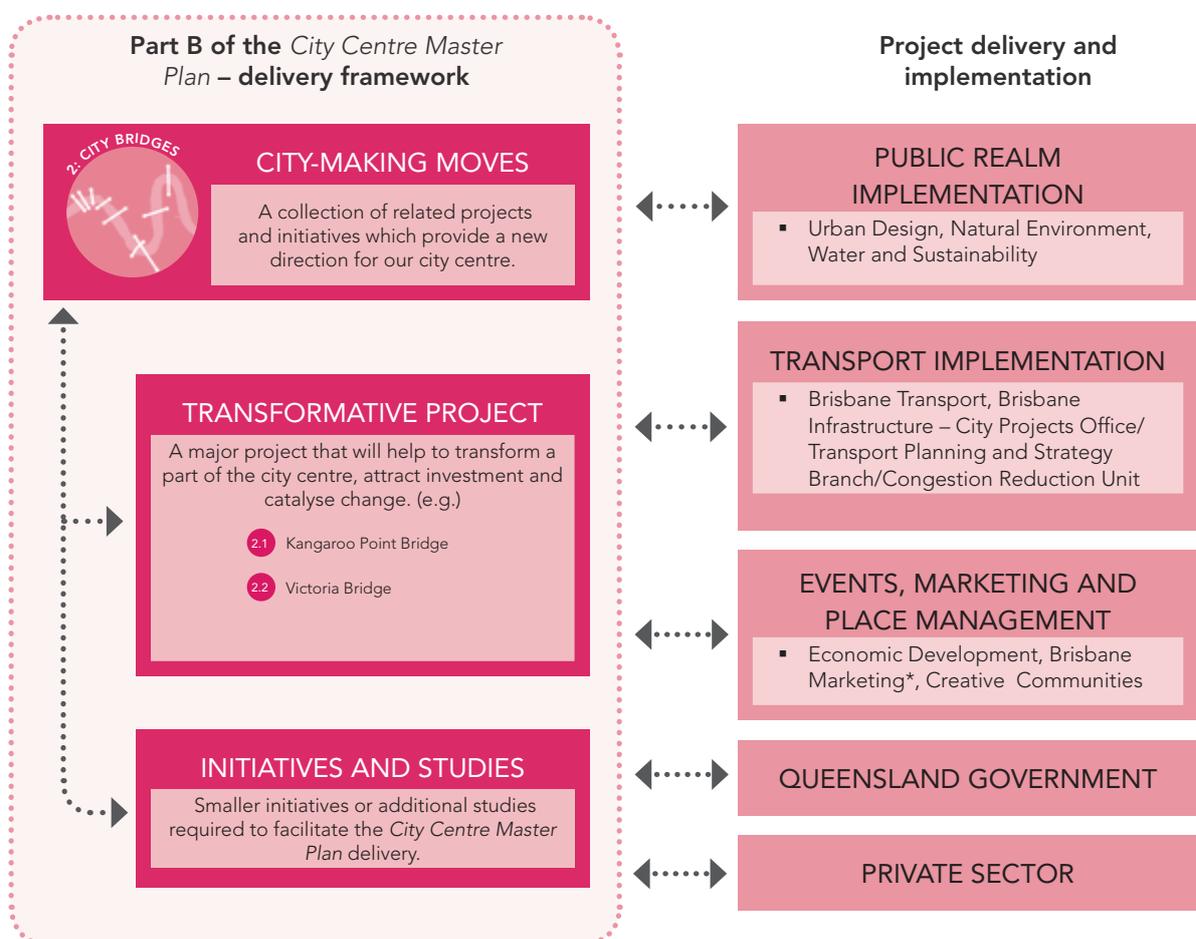
PROJECTS AND INITIATIVES

To catalyse development, harness growth and realise our potential as a New World City we must invest in our public realm and transport systems, our cultural assets and technology. Council will work closely with the Queensland Government and the private sector to deliver these important projects and initiatives.

Part B of this plan outlines the priority projects for the city centre over the next 20 years. It is presented as a series of city-making moves, each comprising a suite of priority projects, strategies and initiatives, big and small, that will transform our city centre.

These include:

- Essential infrastructure investment/projects required to keep our city functioning as it grows
- Public realm investment vital to improving our lifestyle and attracting private sector investment
- Programs to encourage community engagement, activation and cultural expression
- Further studies to investigate new initiatives and prepare for the delivery of projects.



* Brisbane Marketing is a wholly owned subsidiary of Brisbane City Council

A NEW DIRECTION

The process of driving and facilitating change requires that the strategies outlined in Part A of this master plan are transformed into clear and singular directions. To assist in bridging the gap between strategic thinking and the realisation of investment on the ground, this component of the plan sets out 10 'city-making moves'. These 'moves' draw together the key elements of every strategy into clear, concise, and coordinated areas of action and form the underlying framework for making decisions about the priorities for investment in our city centre.



CITY-MARKING MOVES

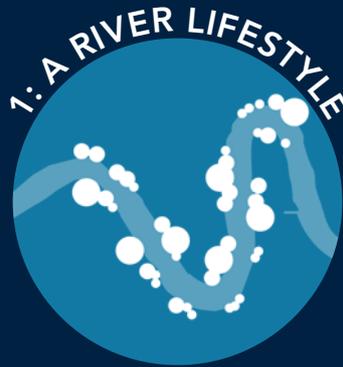
TOWARDS AN...

OPEN CITY CENTRE

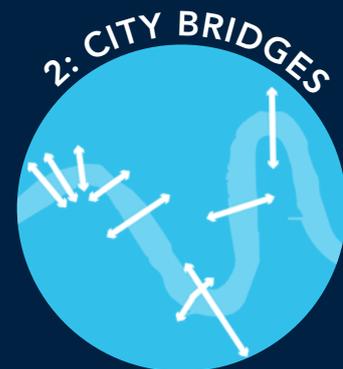
To fulfil our potential as a New World City the master plan has identified key projects and initiatives that will transform our city centre over the next 20 years. These projects and initiatives have been grouped into 10 'city-making moves'.

Each move is informed by multiple strategies and represents a mixture of the big and the small, the aspirational and the essential, to provide the city centre with a suite of mutually supporting projects and initiatives.

The projects set out under each of the city-making moves are presented as initial propositions that will be subject to further investigation and detailed planning prior to delivery.



- 1.1 Howard Smith Wharves
- 1.2 Queens Wharf and William Street precinct
- 1.3 City Reach



- 2.1 Kangaroo Point Bridge
- 2.2 Victoria Bridge



- 6.1 Going underground
- 6.2 CityGlider network



- 7.1 Valley Heart and Centenary Place
- 7.2 City West and Petrie Terrace
- 7.3 Kurilpa
- 7.4 Spring Hill



- 3.1 Queen Street
- 3.2 Edward Street
- 3.3 Adelaide Street
- 3.4 Elizabeth Street



- 4.1 Albert Street
- 4.2 City Botanic Gardens
- 4.3 Wickham and Roma Street Parklands



- 5.1 Central Station
- 5.2 Roma Street Station



- 8.1 Strategic development sites
- 8.2 Neighbourhood plan and design compendium
- 8.3 Subtropical heritage loop

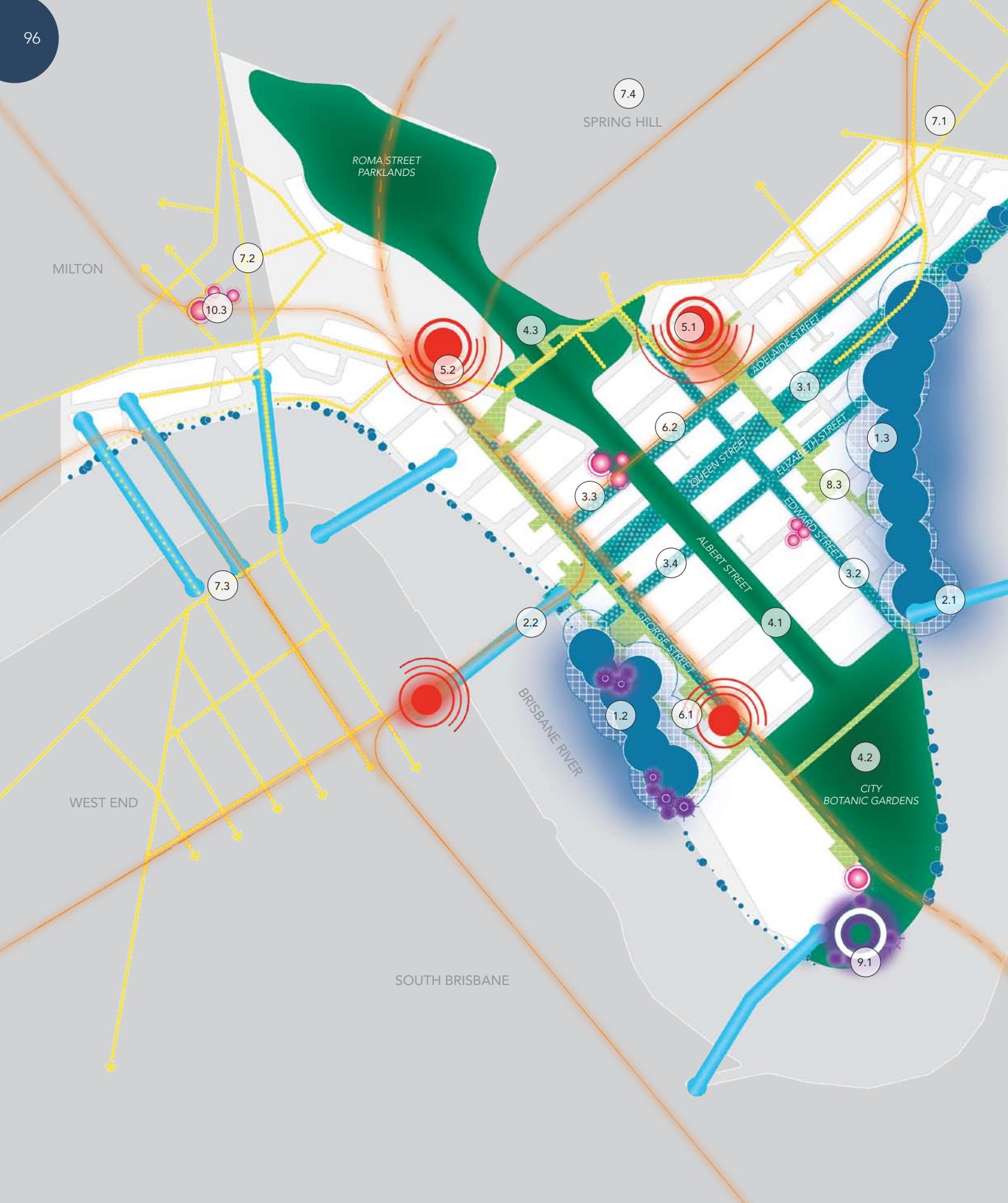


- 9.1 Riverstage
- 9.2 Vibrant City program
- 9.3 City of lights
- 9.4 City at play



- 10.1 Digital city
- 10.2 Knowledge incubators
- 10.3 Cultural quarters
- 10.4 Smart energy

CITY-MAKING MOVES





1: A RIVER LIFESTYLE

1.1	Howard Smith Wharves	102
1.2	Queens Wharf and William Street precinct	104
1.3	City Reach	106



2: CITY BRIDGES

2.1	Kangaroo Point Bridge	110
2.2	Victoria Bridge	112



3: CITY BOULEVARDS

3.1	Queen Street	116
3.2	Edward Street	118
3.3	Adelaide Street	120
3.4	Elizabeth Street	121



4: A GREEN SPINE

4.1	Albert Street	124
4.2	City Botanic Gardens	126
4.3	Wickham and Roma Street Parklands	128



5: GRAND ARRIVALS

5.1	Central Station	132
5.2	Roma Street Station	134



6: TRANSIT CITY

6.1	Going underground	138
6.2	CityGlider network	140



7: THE INNER-CITY STITCH

7.1	Valley Heart and Centenary Place	144
7.2	City West and Petrie Terrace	146
7.3	Kurilpa	148
7.4	Spring Hill	149



8: DISTINCTIVE ARCHITECTURE

8.1	Strategic development sites	152
8.2	Neighbourhood plan and design compendium	154
8.3	Subtropical heritage loop	155



9: 24/7 EVENT CITY

9.1	Riverstage	158
9.2	Vibrant City program	160
9.3	City of lights	162
9.4	City at play	164



10: A CREATIVE ECONOMY

10.1	Digital city	166
10.2	Knowledge incubators	167
10.3	Cultural quarters	168
10.4	Smart energy	169

Notes: Not all of the projects listed are annotated on the map. Refer to page references provided for more details. Projects shown are indicative only and subject to detailed design.

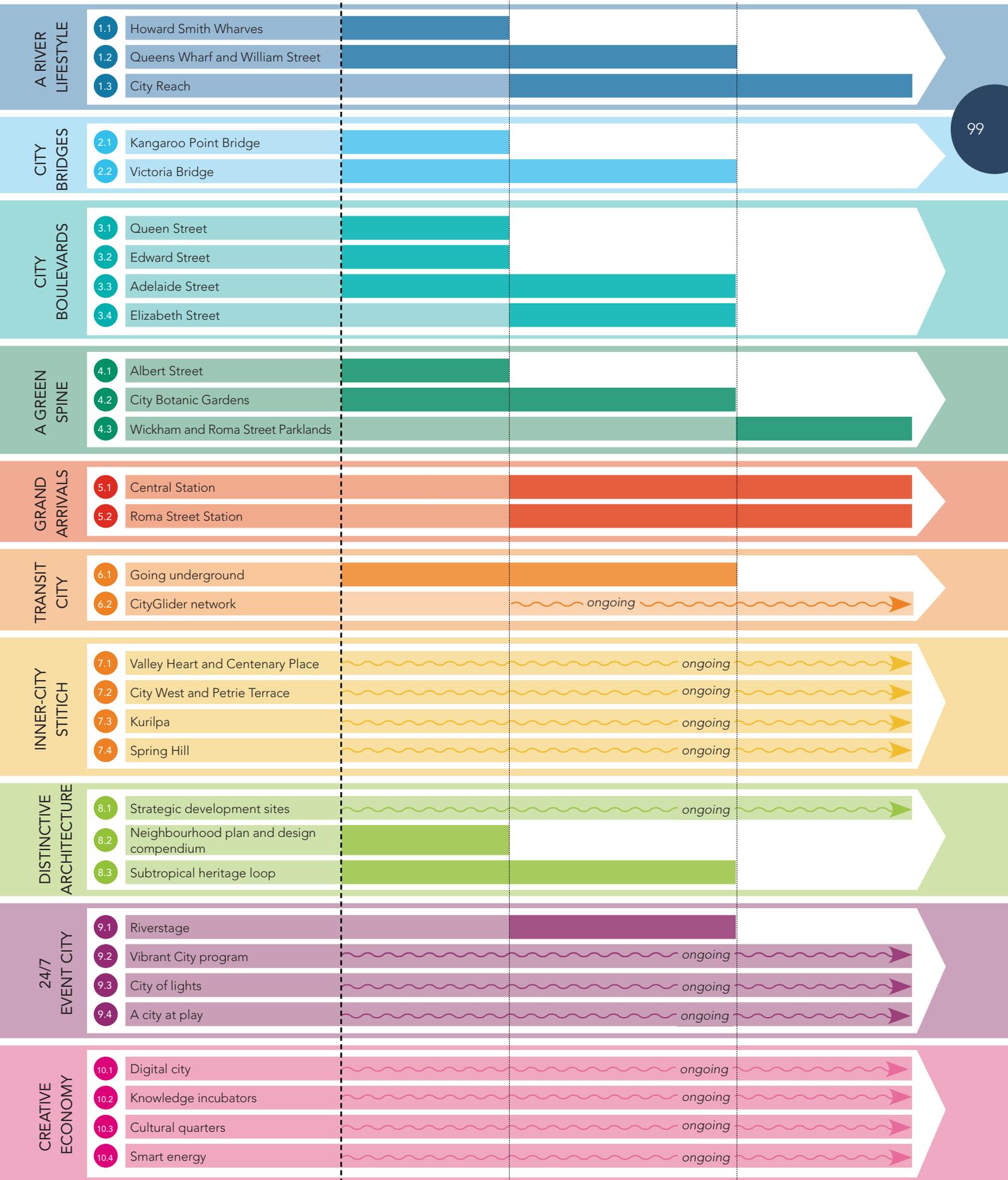
FROM VISION TO REALITY

The 10 city-making moves and the project within each move will help to deliver the strategies in Part A of the plan. These moves are clear areas of focus that integrate transport, economic, public realm, built form and cultural dimensions.

The city-making moves and their inter-relationship with the five strategies are set out in the diagram below. This diagram highlights that city-making is a collaborative activity that requires a clear framework and support of all participants. The 10 city-making moves provide the framework for coordinating the deployment of effort, capital and creativity.



TRANSFORMATIVE PROJECTS SUMMARY



INDICATIVE TIMEFRAMES
(Estimate only - subject to change)



01

CITY-MAKING MOVES

A RIVER LIFESTYLE



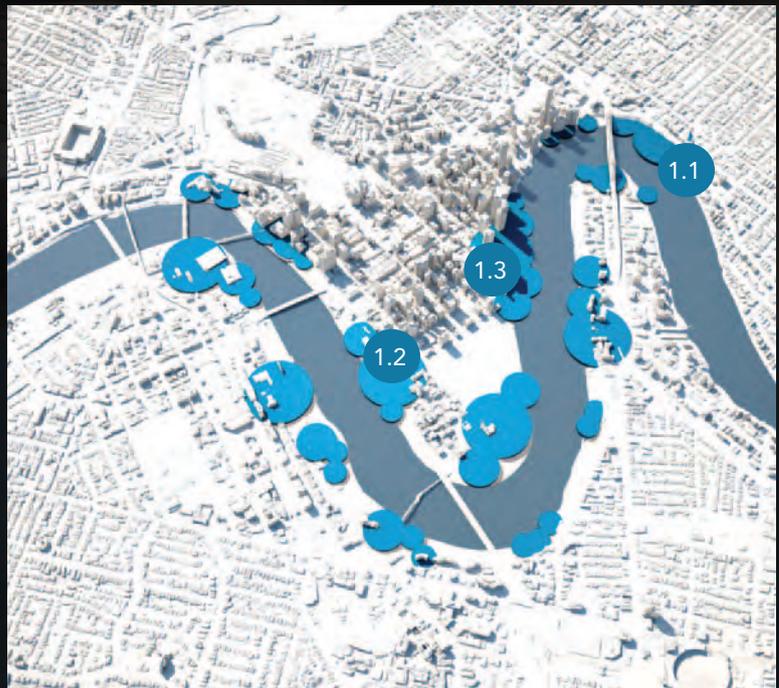
Our lifestyle is inextricably linked to the river and we will walk, run and cycle along its banks. The river's edge will be the setting for our favourite parks, cafe and dining plazas, cultural precincts and stages where world-class entertainment will bring the city to life. With more than 5km of riverfront land on its doorstep, our city centre has the potential to offer attractions that will put Brisbane on the world stage. The following projects will begin this transformation and unlock the potential of key riverside spaces.

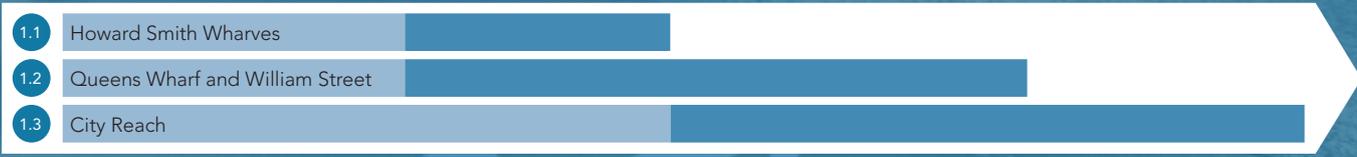
CITY-MAKING PROJECTS:

- 1.1 Howard Smith Wharves
- 1.2 Queens Wharf and William Street precinct
- 1.3 City Reach

Other projects that support the 'river lifestyle' move and are delivered as part of other city-making moves include:

- City Botanic Gardens (refer pg 126)
- Kurilpa (refer pg 148)
- Riverstage (refer pg 158)





1.1

Howard Smith Wharves

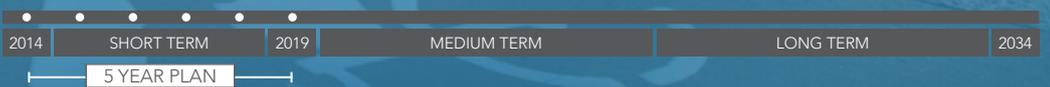
1.2

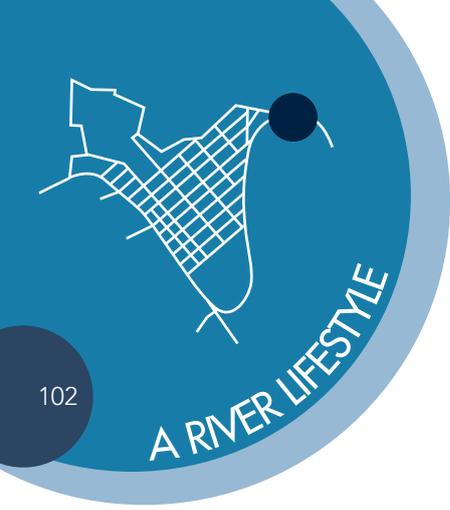
Queens Wharf and William Street

1.3

City Reach

INDICATIVE TIMEFRAMES
(Estimate only - subject to change)





1.1 HOWARD SMITH WHARVES

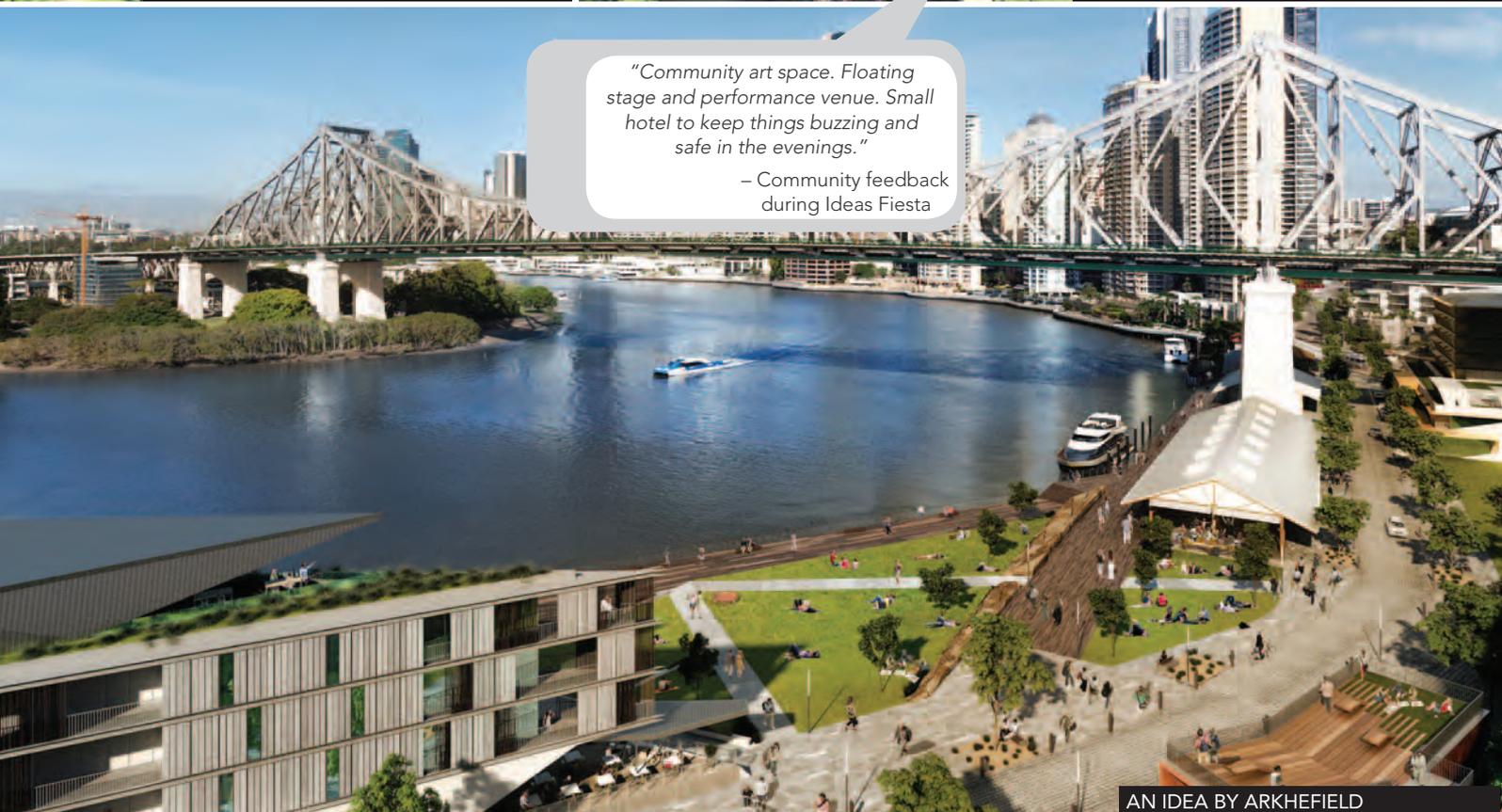
Howard Smith Wharves will be a world-class, river's edge destination offering an authentic experience of our river city – our natural assets, our heritage and our outdoor lifestyle. This will be an iconic precinct combining postcard views and a dramatic natural setting with recreational, lifestyle, tourist and event facilities. It will be the place to showcase the best of our city, our food, our events and our contemporary architecture. Nowhere else will you be able to experience Brisbane so spectacularly.



AN IDEA BY PLACE DESIGN GROUP



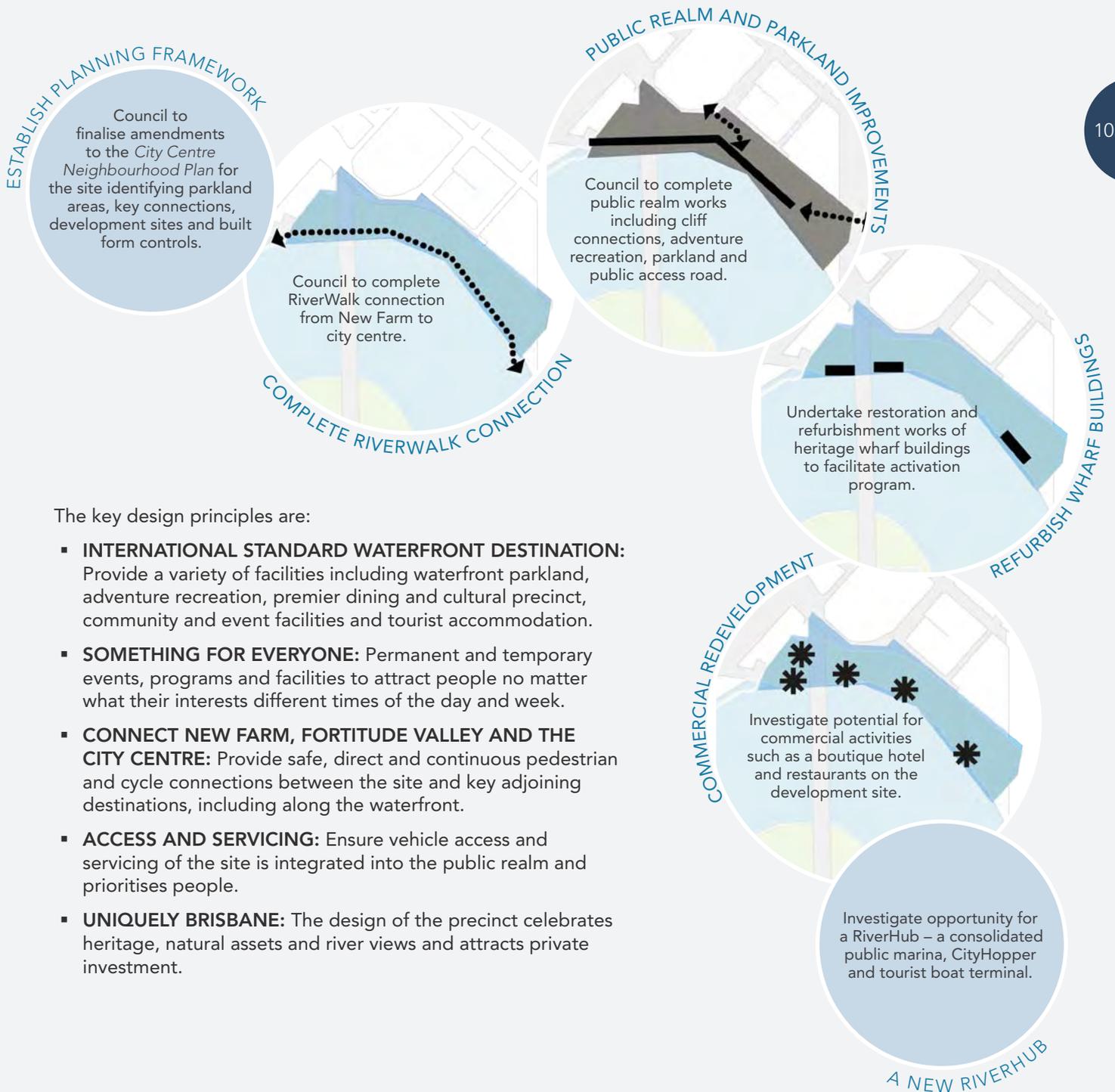
IDEA BY PLACE DESIGN GROUP



"Community art space. Floating stage and performance venue. Small hotel to keep things buzzing and safe in the evenings."
 – Community feedback during Ideas Fiesta

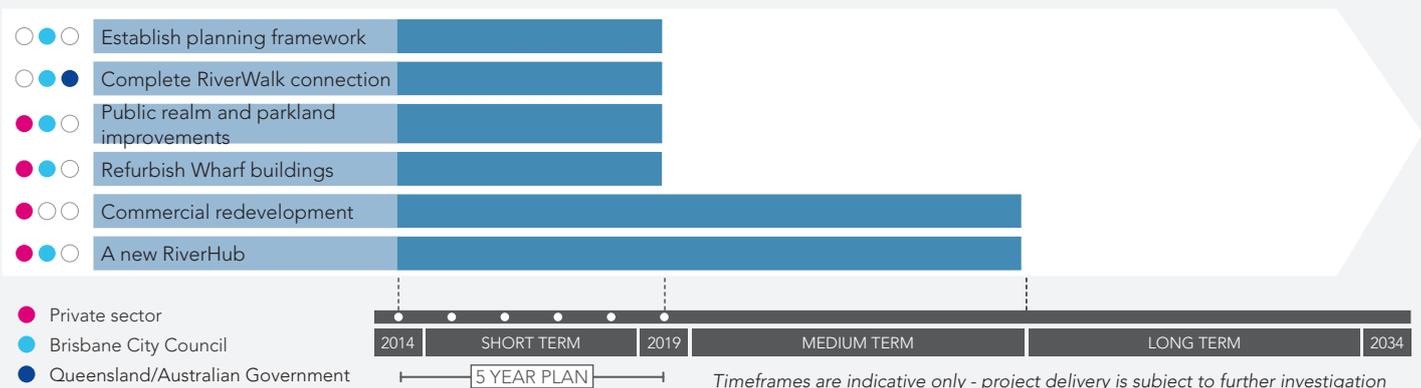
AN IDEA BY ARKHEFIELD

STEPS TO DELIVERING THE VISION



The key design principles are:

- **INTERNATIONAL STANDARD WATERFRONT DESTINATION:** Provide a variety of facilities including waterfront parkland, adventure recreation, premier dining and cultural precinct, community and event facilities and tourist accommodation.
- **SOMETHING FOR EVERYONE:** Permanent and temporary events, programs and facilities to attract people no matter what their interests different times of the day and week.
- **CONNECT NEW FARM, FORTITUDE VALLEY AND THE CITY CENTRE:** Provide safe, direct and continuous pedestrian and cycle connections between the site and key adjoining destinations, including along the waterfront.
- **ACCESS AND SERVICING:** Ensure vehicle access and servicing of the site is integrated into the public realm and prioritises people.
- **UNIQUELY BRISBANE:** The design of the precinct celebrates heritage, natural assets and river views and attracts private investment.



1.2 QUEENS WHARF AND WILLIAM STREET PRECINCT

Brisbane's newest redevelopment precinct in the city centre will connect us with our river and our history. The William Street precinct, a strategic renewal opportunity in the heart of the city, will be developed in conjunction with Queens Wharf. This rediscovered slice of waterfront history will double the length of accessible waterfront in the city centre. Refurbished heritage buildings, temporary events and new recreation opportunities will provide an ever-changing experience, bringing new life to this part of the city.

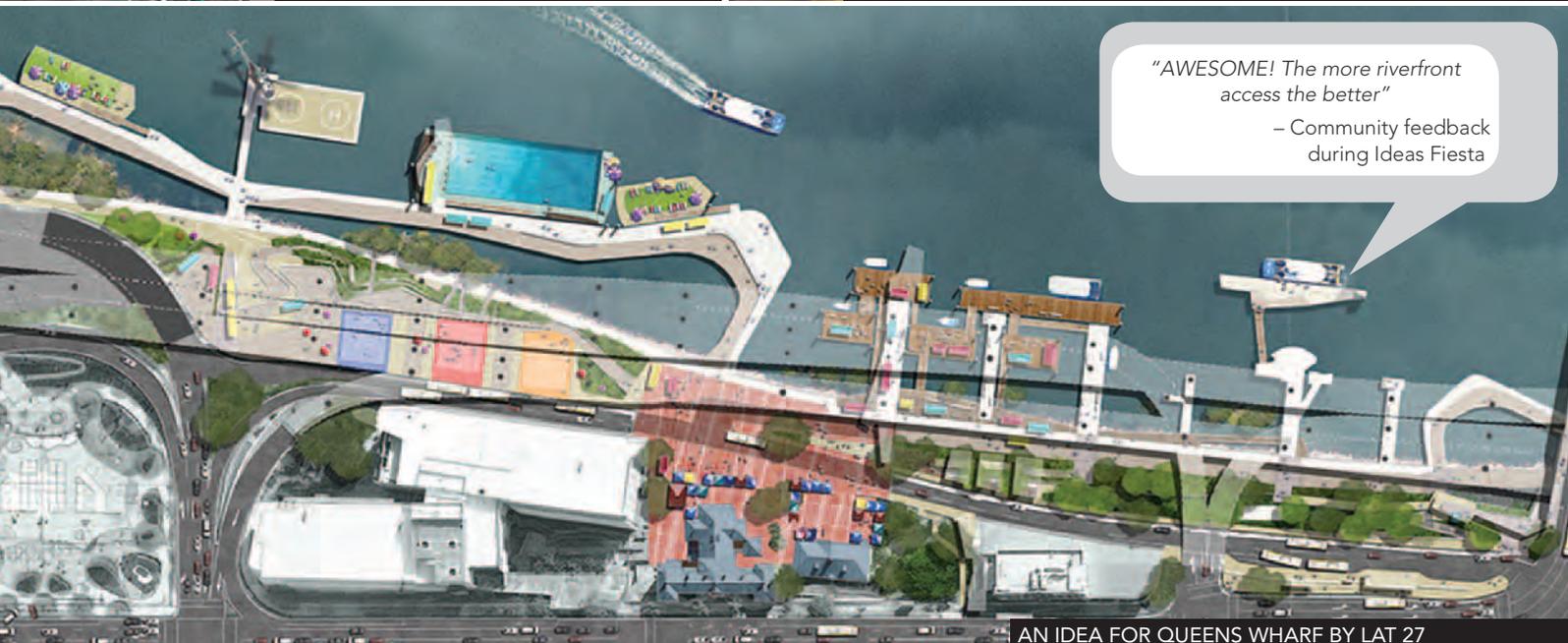


AN IDEA FOR QUEENS WHARF BY LAT 27



Queens Wharf will revitalise more than half a kilometre of riverfront public space.

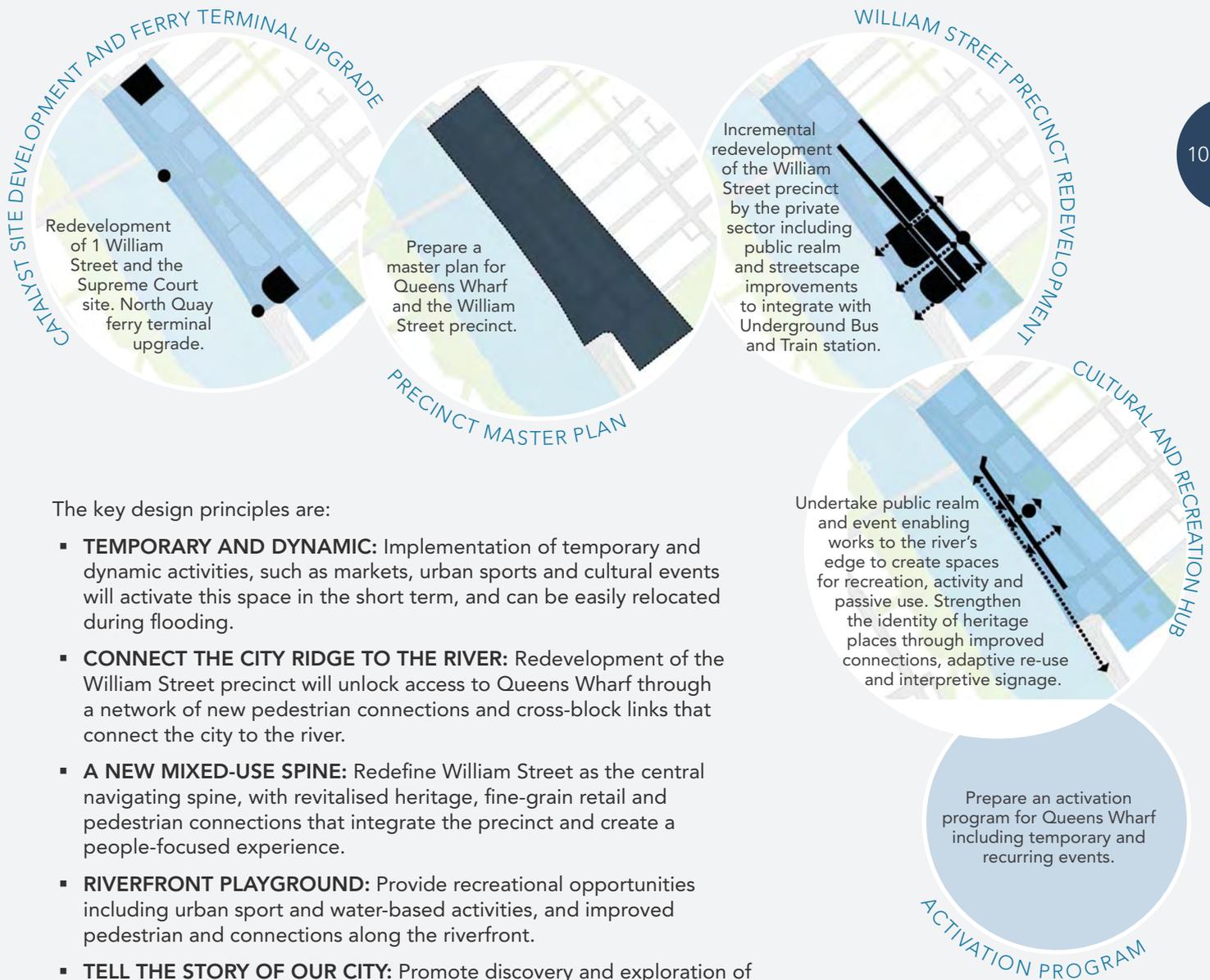
AN IDEA FOR THE WILLIAM STREET PRECINCT BY HASSELL



"AWESOME! The more riverfront access the better"
 – Community feedback during Ideas Fiesta

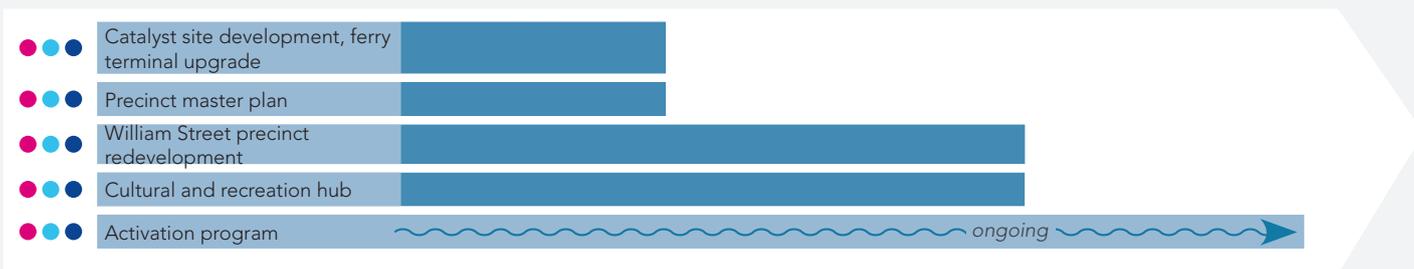
AN IDEA FOR QUEENS WHARF BY LAT 27

STEPS TO DELIVERING THE VISION



The key design principles are:

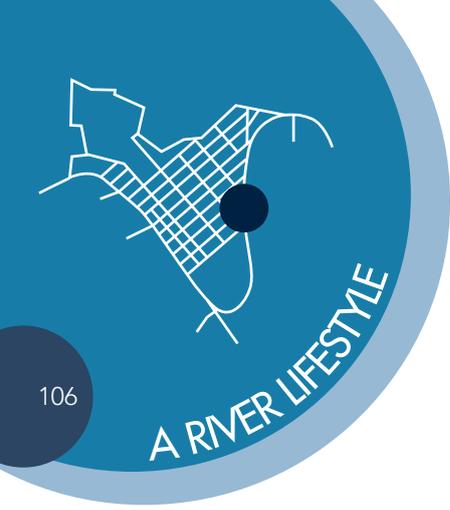
- **TEMPORARY AND DYNAMIC:** Implementation of temporary and dynamic activities, such as markets, urban sports and cultural events will activate this space in the short term, and can be easily relocated during flooding.
- **CONNECT THE CITY RIDGE TO THE RIVER:** Redevelopment of the William Street precinct will unlock access to Queens Wharf through a network of new pedestrian connections and cross-block links that connect the city to the river.
- **A NEW MIXED-USE SPINE:** Redefine William Street as the central navigating spine, with revitalised heritage, fine-grain retail and pedestrian connections that integrate the precinct and create a people-focused experience.
- **RIVERFRONT PLAYGROUND:** Provide recreational opportunities including urban sport and water-based activities, and improved pedestrian and connections along the riverfront.
- **TELL THE STORY OF OUR CITY:** Promote discovery and exploration of Brisbane's history by revitalising heritage places with active uses and as cultural and community hubs.
- **HIGH-QUALITY ARCHITECTURE:** New development to revitalise the William Street precinct with entertainment and cultural facilities, quality architecture and active frontages to create safe and lively streetscapes.



- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation



1.3

CITY REACH

City Reach will be Brisbane’s urban riverfront promenade – the place to celebrate our glorious outdoor lifestyle. Befitting of its New World City status, this grand waterside space will become Brisbane’s premier dining and recreation precinct, drawing residents, workers and tourists to the river’s edge 24 hours a day, seven days a week. As the people’s waterfront verandah, it will be a place to meet, play and dine with friends. A place to be proud of and showcase to the world.



AN IDEA FOR ADMIRALTY TOWERS PARK BY PLACE DESIGN GROUP



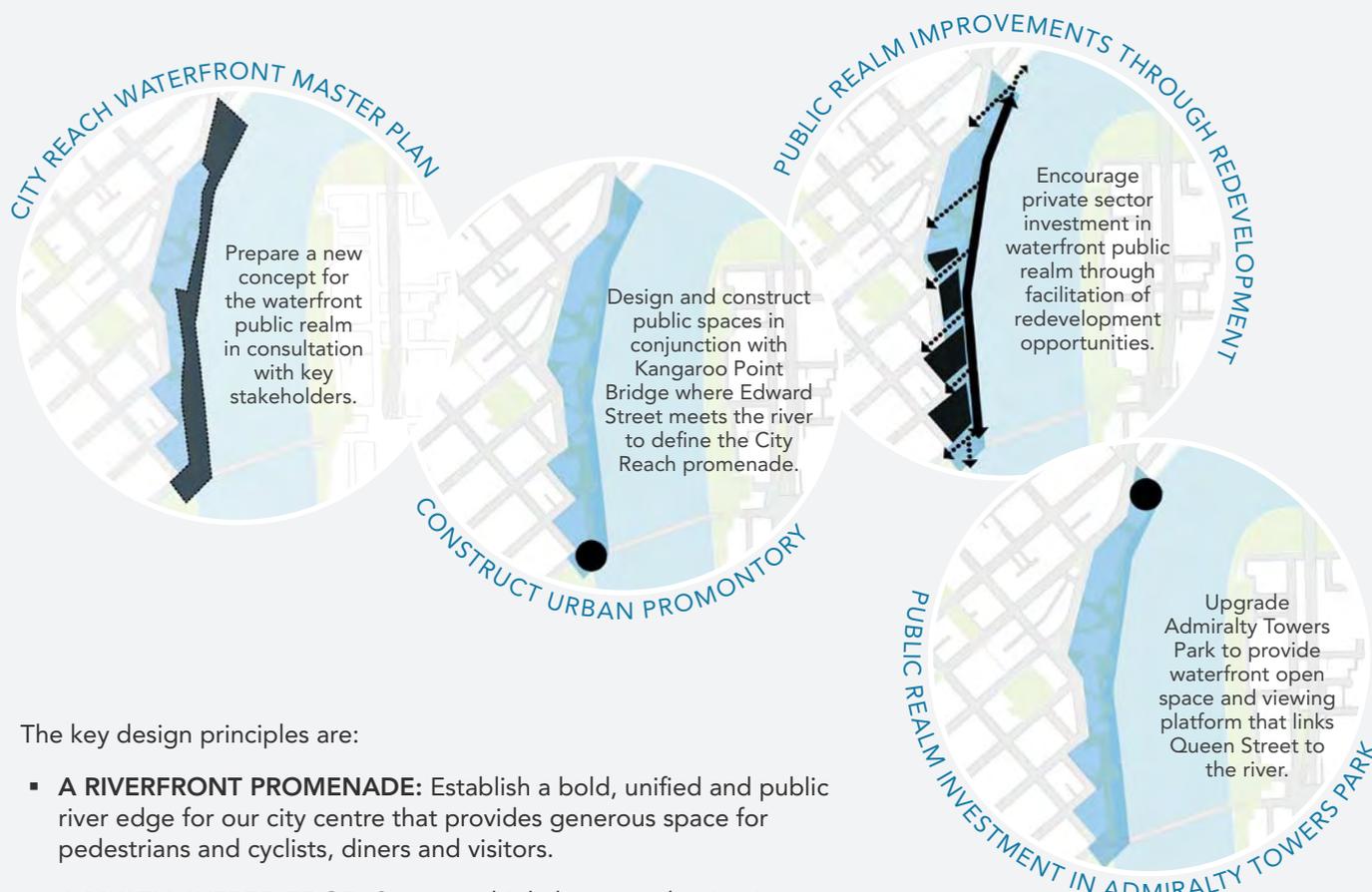
ARTIST PERSPECTIVE OF EAGLE STREET PIER



“Strengthening the river’s edge as a continuous and generous promenade is to be commended”
 – Australian Institute of Architects

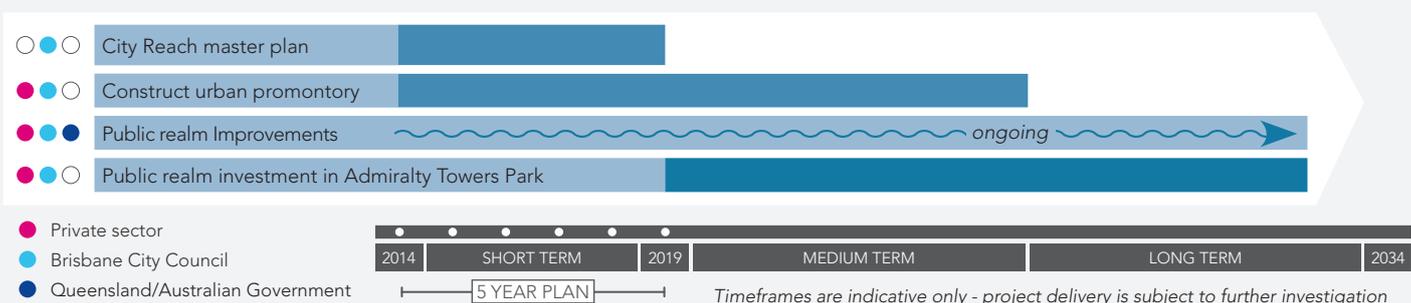
AN IDEA FOR CITY REACH BY ARCHIPELAGO

STEPS TO DELIVERING THE VISION



The key design principles are:

- **A RIVERFRONT PROMENADE:** Establish a bold, unified and public river edge for our city centre that provides generous space for pedestrians and cyclists, diners and visitors.
- **A MULTI-LAYERED EDGE:** Create multiple layers to the river’s edge considering relationships with the city edge (upper level), the promenade (lower level) and the river (water level).
- **EXTEND THE CITY GRID TO THE RIVER:** Connect the city’s street grid with the river by extending and improving public spaces between the streets and the river’s edge.
- **ACTIVATE THE WATER’S EDGE:** Provide opportunities to shop, dine and get active including a range of land and water-focused activities that engage with the river.
- **FLOOD RESPONSIVE:** City Reach adapts to the movements of the river and is designed and built to withstand flooding.



02

CITY-MAKING MOVES

CITY BRIDGES



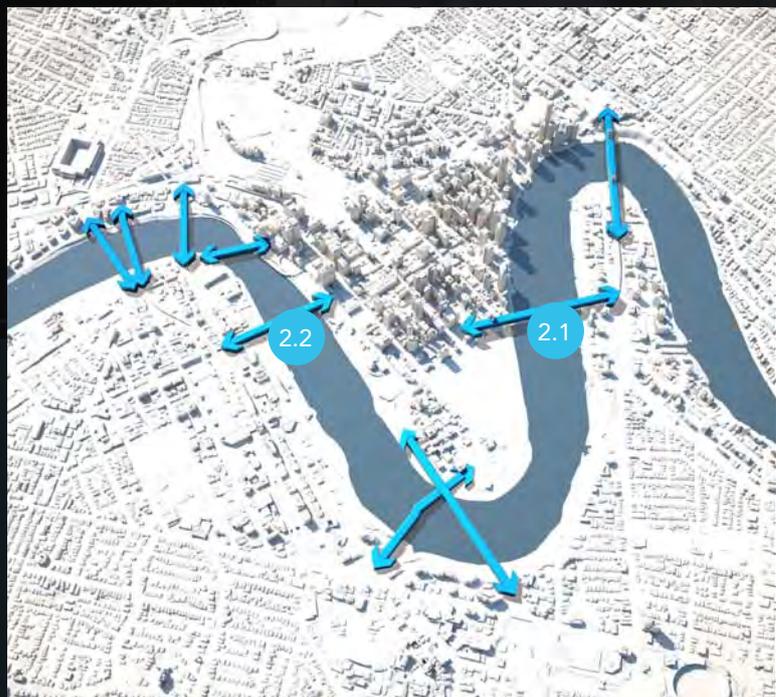
Brisbane will embrace the river with investment in new river crossings and improvements to existing bridges. The network of pedestrian and cycle bridges, integrated with the larger transport network, will improve commuter access to the city centre and allow us to hop from peninsula to peninsula to explore inner-city neighbourhoods. Uniquely Brisbane, these bridges will take their place among the river's iconic structures to provide memorable experiences and postcard moments.

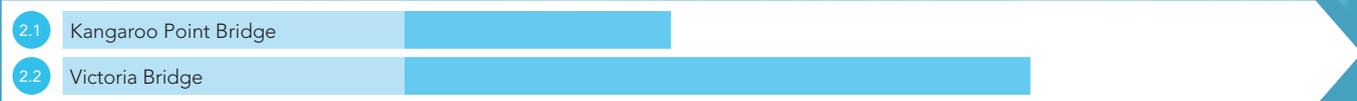
CITY-MAKING PROJECTS:

- 2.1 Kangaroo Point Bridge
- 2.2 Victoria Bridge

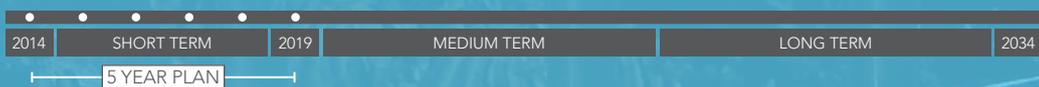
Other projects that support the 'city bridges' move and are delivered as part of other city-making moves include:

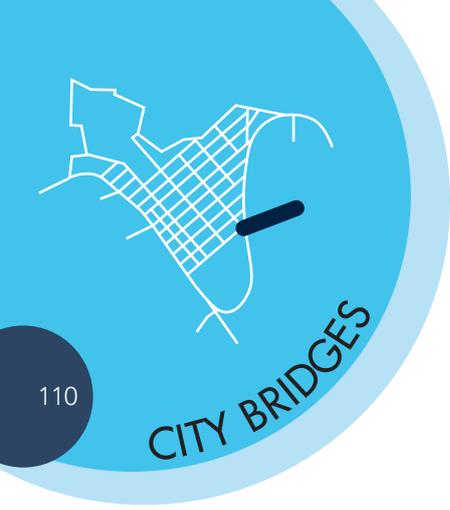
- Petrie Terrace pedestrian bridge (refer pg 146)
- Going underground (refer pg 138)





INDICATIVE TIMEFRAMES
(Estimate only - subject to change)





2.1

KANGAROO POINT BRIDGE

Kangaroo Point Bridge will be another spectacular gateway to our city centre. Integrated with a new node on our bus network it will offer bus passengers, pedestrians and cyclists convenient access to the city. As a stunning display of Brisbane’s distinctive architecture, it will be a landmark entrance to the heart of Brisbane. The elegant and light-weight structure will complement our skyline and touch lightly on the river’s edge.

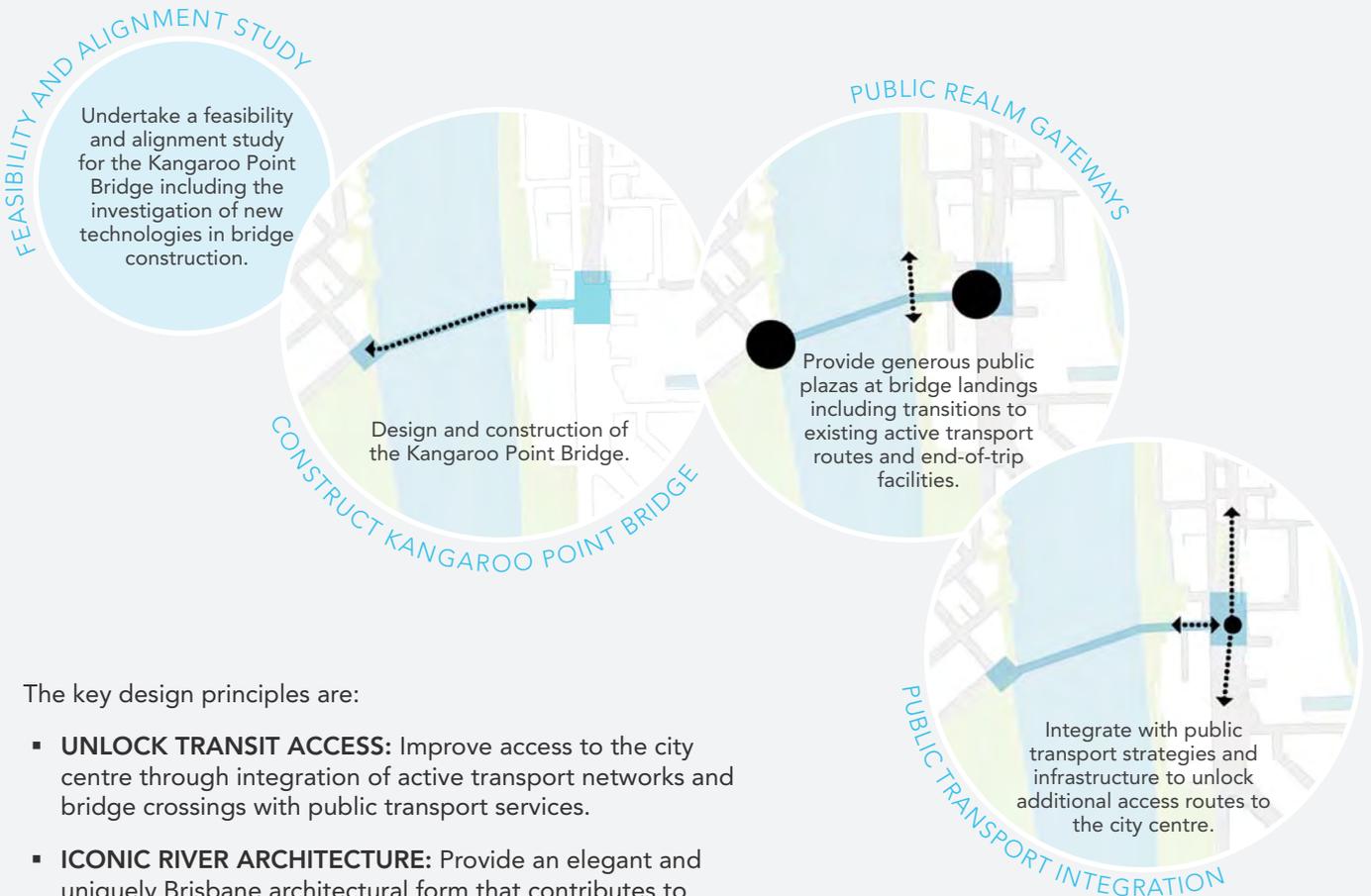


In 2010, the inner-city bridges carried more than 35,000 pedestrians and cyclists a day.
– Brisbane City Council Active Transport Strategy

“Great idea. I would go to Kangaroo Point a lot more if it was easier walking distance from the bottom of the CBD”.
– Community feedback during Ideas Fiesta

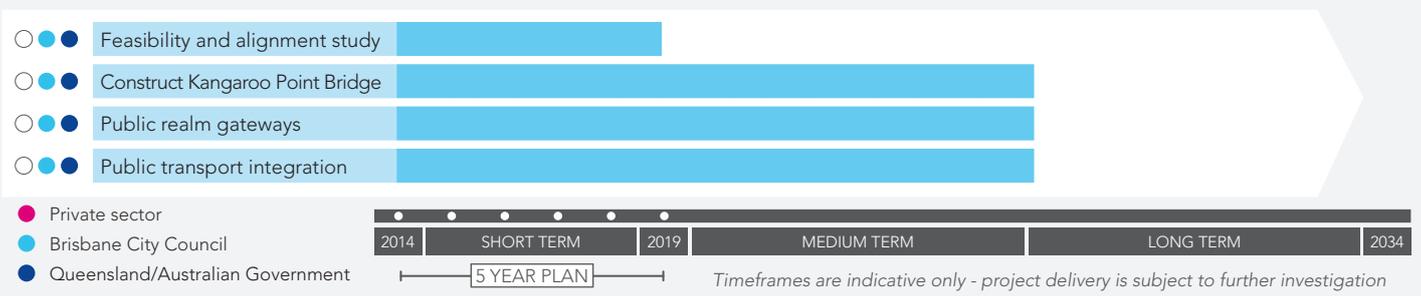
AN IDEA FOR KANGAROO POINT BRIDGE BY RICHARD KIRK ARCHITECTS

STEPS TO DELIVERING THE VISION



The key design principles are:

- **UNLOCK TRANSIT ACCESS:** Improve access to the city centre through integration of active transport networks and bridge crossings with public transport services.
- **ICONIC RIVER ARCHITECTURE:** Provide an elegant and uniquely Brisbane architectural form that contributes to Brisbane’s identity as a city of bridges.
- **LIGHT AND COST-EFFICIENT:** Use light-weight design and cost-effective construction techniques to showcase our ability to provide river crossings more often and in shorter timeframes.
- **SMOOTH TRANSITIONS:** Well-designed bridge landings will touch lightly and integrate seamlessly with the surrounding public realm to make easily accessible and visually attractive connections off and on to the bridge.





2.2

VICTORIA BRIDGE

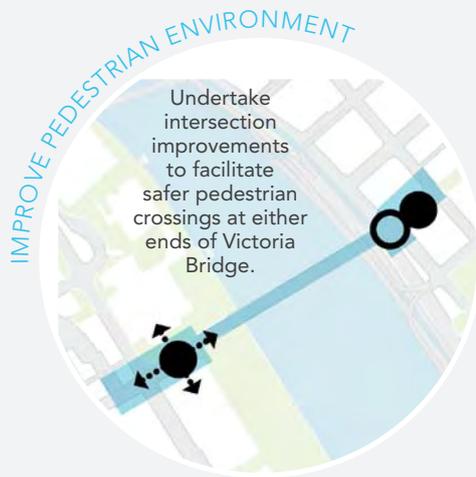
The Victoria Bridge links Brisbane's premier business, retail and cultural precincts. Improved crossings at both ends will unify the city centre with South Bank and the Cultural Centre. Improvements for pedestrians and cyclists will ensure a safe and comfortable journey.



Victoria Bridge is used by over 15,000 pedestrians and cyclists every day.
– Brisbane City Council Active Transport Strategy

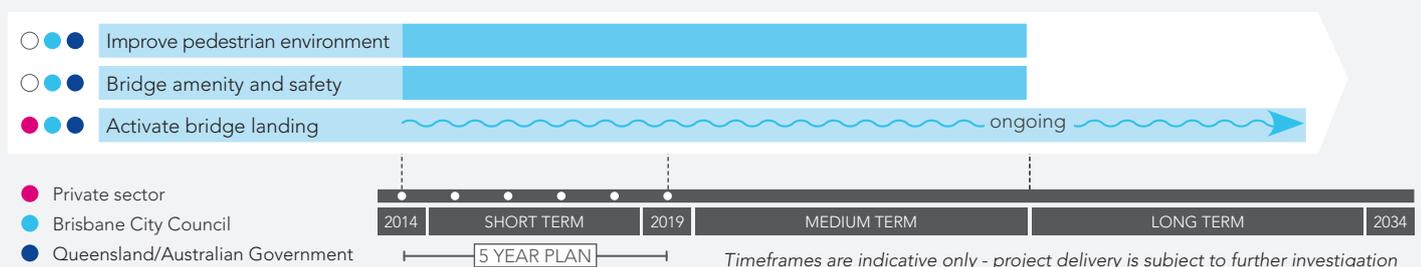
VICTORIA BRIDGE, BRISBANE

STEPS TO DELIVERING THE VISION



The key design principles are:

- **A SUBTROPICAL CONNECTION:** Investigate opportunities to improve the quality of the pedestrian and cycle journey.
- **SAFE BRIDGE LANDINGS:** Undertake public realm and intersection works to ensure safe and seamless connections to the bridge at both ends.
- **AN ENGAGING CULTURAL CENTRE LANDING:** Incorporate dining and event-ready spaces at the Cultural Centre landing to activate the arrival to the South Bank cultural precinct.



03

CITY-MAKING MOVES

CITY BOULEVARDS

The streets of the city centre will become vital public spaces. More than just conduits for movement, they will be dynamic platforms for public life as well as significant contributors to the energy, economy and function of the city. They will be essential to our outdoor lifestyle – we will use them for dining, shopping and events as well as the exchange of goods and services. Their varied topography and function will define each street with a unique character and identity. The following projects will transform our city streets into enticing and shady places where every journey is an enjoyable one.

CITY-MAKING PROJECTS:

3.1 Queen Street

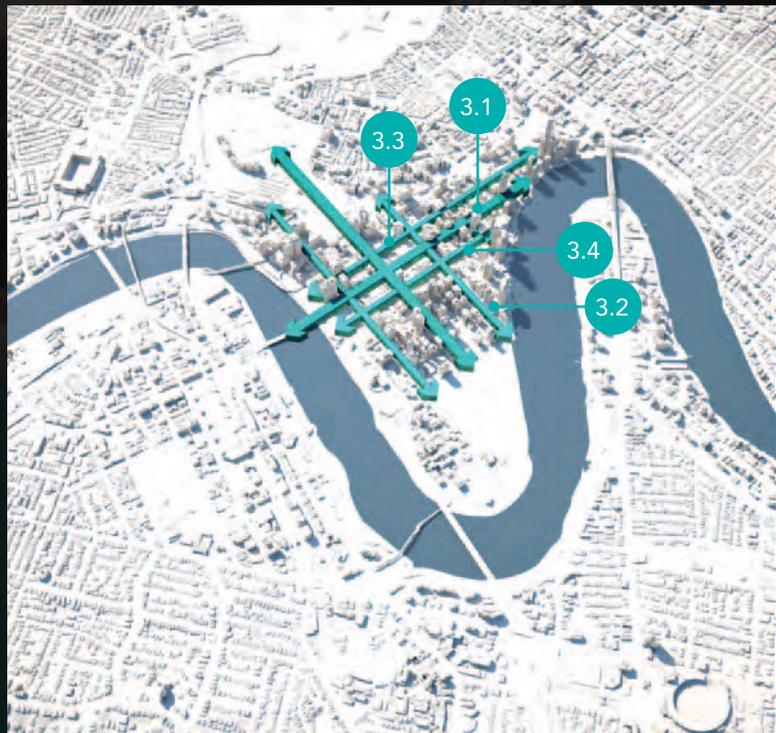
3.3 Adelaide Street

3.2 Edward Street

3.4 Elizabeth Street

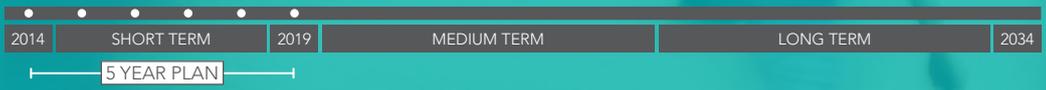
Other projects that support the 'city boulevards' move and are delivered as part of other city-making moves include:

- Albert Street (refer pg 124)
- Roma Street (refer pg 134)
- George Street and William Street (refer pg 104)





INDICATIVE TIMEFRAMES
(Estimate only - subject to change)



3.1 QUEEN STREET

Brisbane’s bustling Queen Street is the heart of the city centre. Boasting six destination shopping centres, heritage arcades and laneways filled with Australian designers and independent boutiques it will continue to be our primary ‘high street’ retail address. However, Queen Street is more than just a shopping precinct. Running right through the city centre with the river at either end, it is our ‘river to river’ link. We will anchor the street with waterfront viewing decks and places for people to gather at either end. It will connect our cultural, entertainment and live music precincts with the heart of the city.



“Queen Street Mall is arguably Australia’s most successful pedestrian mall, playing host to over 26 million local, national and international visitors a year.”
– Brisbane Marketing

STEPS TO DELIVERING THE VISION



The key design principles are:

- **IDENTIFIABLY BRISBANE:** Ensure Brisbane’s subtropical feel is embodied in each public realm gesture as Queen Street bears the mantle of the city’s destination street.
- **PRIORITISE PEDESTRIANS:** Streamline pedestrian movement by widening footpaths, de-cluttering furniture, giving shelter, planting shade trees and providing adequate signage.
- **ALL STREETS GREAT AND SMALL:** Strengthen the walking network by highlighting the points of connection Queen Street has to laneways, arcades and covered shopping malls.
- **TOUCH THE RIVER:** Bookend Queen Street with green and shady public spaces at Admiralty Towers Park and Queens Wharf to celebrate the place where our retail heart meets the river.
- **AN OUTDOOR RETAIL DESTINATION:** Tailor public realm improvements and building design guidance to incorporate emerging international retail trends.





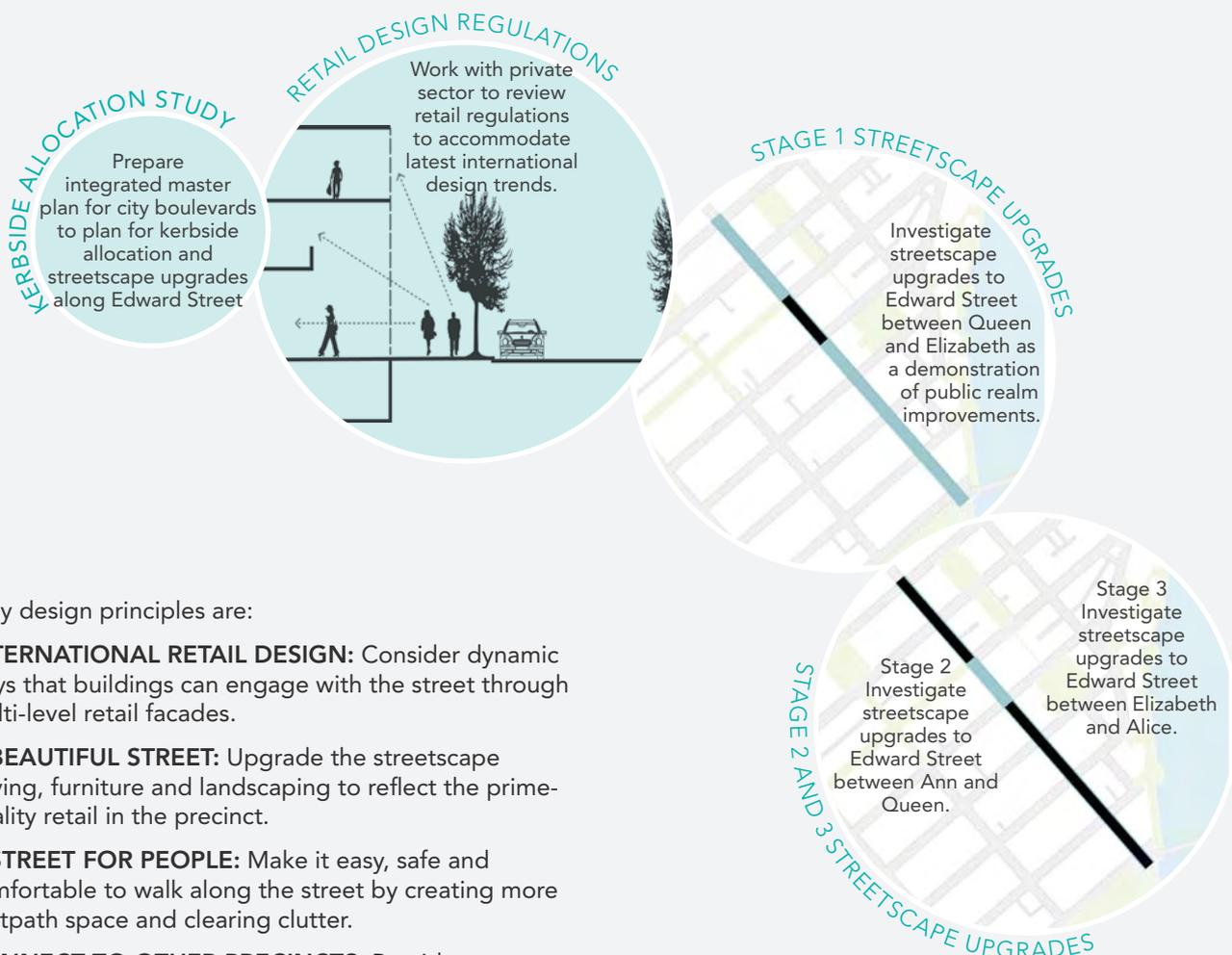
3.2 EDWARD STREET

Edward Street is establishing itself as Brisbane's home for international luxury brands. We will support this investment by transforming it into a world-class retail environment with broad footpaths, tree-lined streets and beautiful buildings. Walking the length of this street will allow people to experience Brisbane's dramatic topography, framing views from Spring Hill to Kangaroo Point.



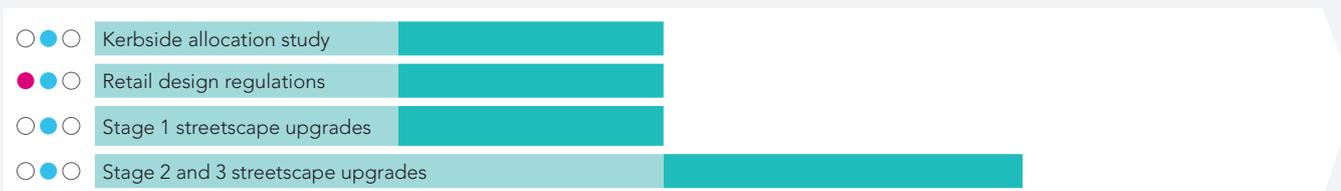
AN IDEA FOR EDWARD STREET BY URBIS

STEPS TO DELIVERING THE VISION



The key design principles are:

- **INTERNATIONAL RETAIL DESIGN:** Consider dynamic ways that buildings can engage with the street through multi-level retail facades.
- **A BEAUTIFUL STREET:** Upgrade the streetscape paving, furniture and landscaping to reflect the prime-quality retail in the precinct.
- **A STREET FOR PEOPLE:** Make it easy, safe and comfortable to walk along the street by creating more footpath space and clearing clutter.
- **CONNECT TO OTHER PRECINCTS:** Provide wayfinding signage and streetscape treatments at intersections to direct people to other precincts such as Queen Street Mall, Eagle Street Pier and Riverside.



- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation

3.3 ADELAIDE STREET

Adelaide Street is in a constant state of movement with buses ferrying people, delivery vehicles and cyclists moving in between, and shoppers and city workers adding to the bustle. Featuring boutique retail and renowned civic spaces, Adelaide Street is much more than a corridor. We will streamline bus stops and enhance pedestrian spaces to create an efficient and attractive transit-oriented street.



AN IDEA FOR ADELAIDE STREET, URBAN CIRCUS

"The intersection of Adelaide and Edward is one of the busiest for pedestrians in the CBD with over 60,000 pedestrian movements per day."

– Brisbane City Council Active Transport Strategy

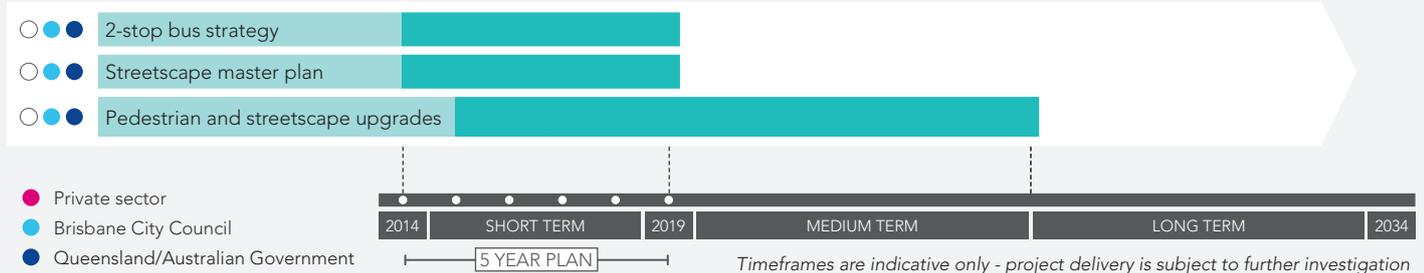


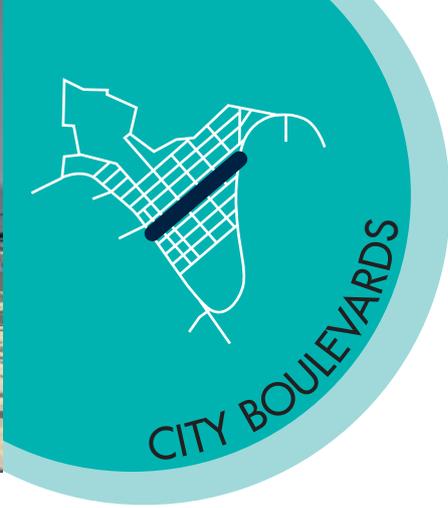
ADELAIDE STREET, BRISBANE

The key design principles are:

- **ICONIC TRANSIT STREET:** Enhance the streetscape and integrate elegant and sophisticated transit structures that celebrate the street's transport, pedestrian, retail and civic roles.
- **REMOVE CLUTTER:** De-clutter footpaths to create more space for pedestrians, shoppers and bus patrons.
- **CITY FOREST:** Reinforce and continue the distinctive green canopy along Adelaide Street with complementary landscaping.

STEPS TO DELIVERING THE VISION





"We need to devote more city space to pedestrians and create a more vibrant experience for city goers."

– Community feedback during Ideas Fiesta.

3.4 ELIZABETH STREET

Elizabeth Street knits the city together. Laneways, arcades and mid-block crossings will enable people to filter through the city centre to the retail heart. We will improve pedestrian safety and amenity, reduce conflicts with vehicle crossovers and promote new development to activate the street.



ELIZABETH STREET, BRISBANE

The key design principles are:

- **DIURNAL MANAGEMENT:** Manage kerbside space and fluctuating transport needs through the day, including peak bus movements, loading and taxis.
- **MID-BLOCK CROSSINGS:** Undertake intersection and streetscape improvements to provide safe intersections and mid-block crossings.
- **UNIFIED STREETScape:** Implement quality and consistent public realm treatments that bind the varied functions and architectural styles of Elizabeth Street.
- **VEHICLE ACCESS:** Improve pedestrian safety through improved design of vehicle crossovers and access locations.

STEPS TO DELIVERING THE VISION



- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation

A GREEN SPINE



A green spine will bring together our city streets and gardens. Albert Street will be transformed into a subtropical corridor linking Wickham and Roma Street Parklands to King George Square and the City Botanic Gardens. The Wickham and Roma Street Parklands will bring five parks together and draw these green spaces into the very heart of the city. The City Botanic Gardens will be rejuvenated to confirm its status as a world-class riverfront park. These projects will leave an important green legacy in our city heart.

CITY-MAKING PROJECTS:

4.1 Albert Street

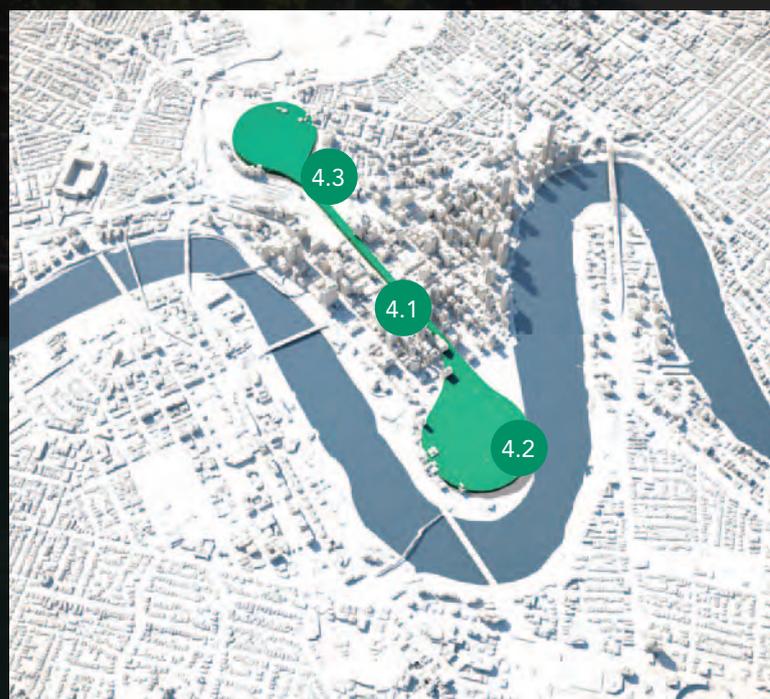
4.3

Wickham and Roma Street Parklands

4.2 City Botanic Gardens

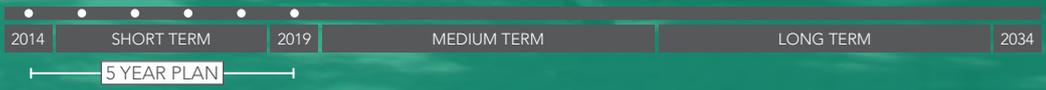
Other projects that support the 'green spine' move and are delivered as part of other city-making moves include:

- Centenary Place (refer pg 144)
- E.E. McCormick Place (refer pg 146)





INDICATIVE TIMEFRAMES
(Estimate only - subject to change)





4.1 ALBERT STREET

Albert Street will become Brisbane’s green spine, embodying our subtropical climate and outdoor lifestyle. This street will serve as a leafy connection allowing people to amble and enjoy the bustling retail and dining activity between the City Botanic Gardens and Roma Street Parklands.



Photographer: Ingeborg Grandia

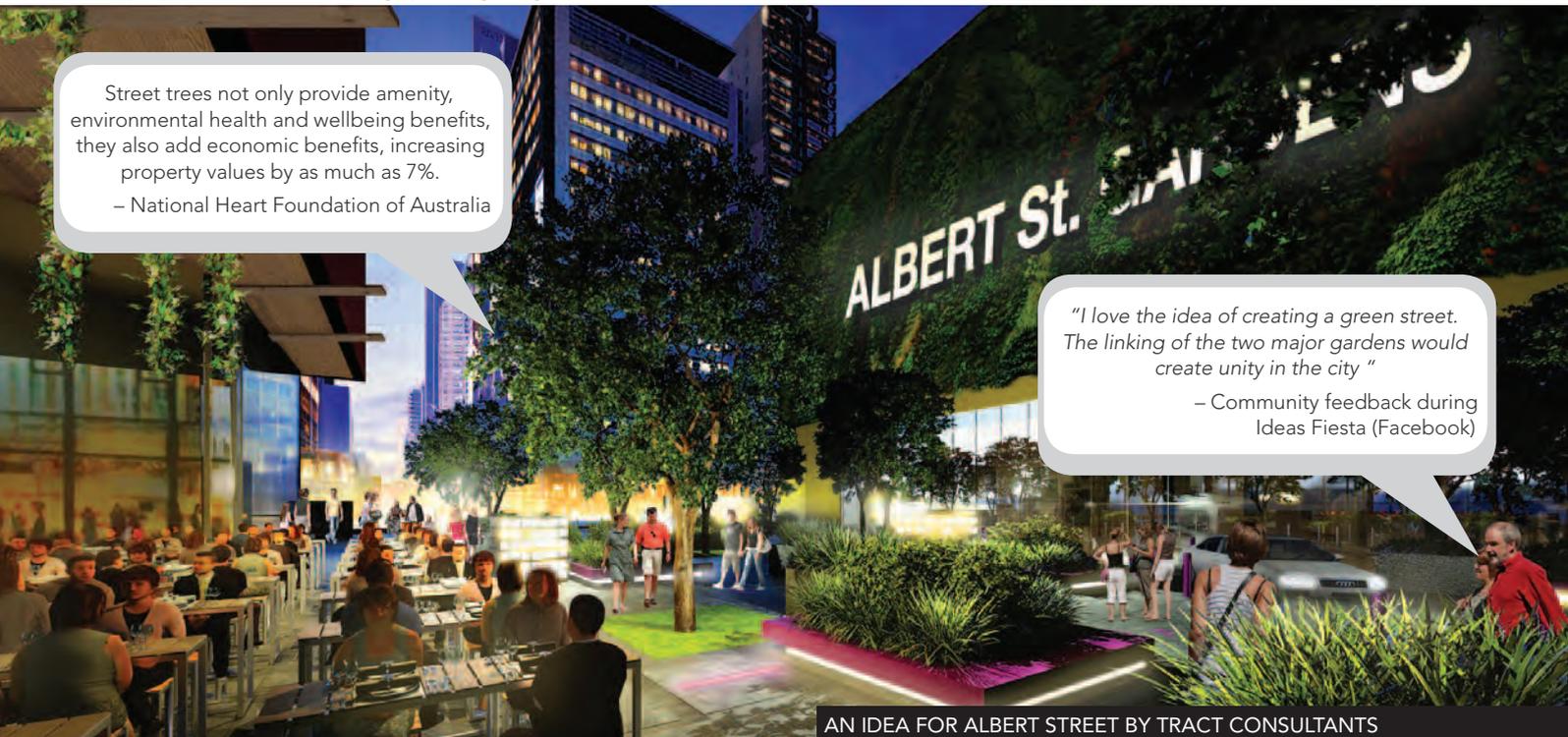
GARDEN CITY, SINGAPORE



IDEAS FIESTA 2013
ALBERT STREET ACTIVATION

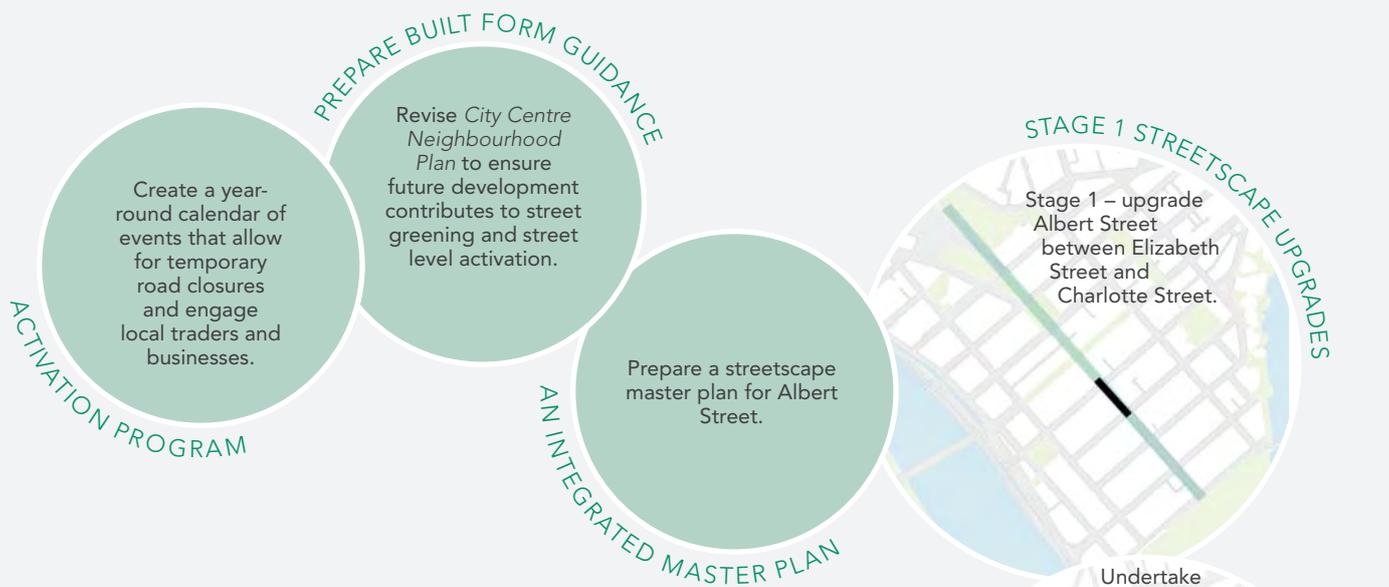
Street trees not only provide amenity, environmental health and wellbeing benefits, they also add economic benefits, increasing property values by as much as 7%.
– National Heart Foundation of Australia

“I love the idea of creating a green street. The linking of the two major gardens would create unity in the city.”
– Community feedback during Ideas Fiesta (Facebook)



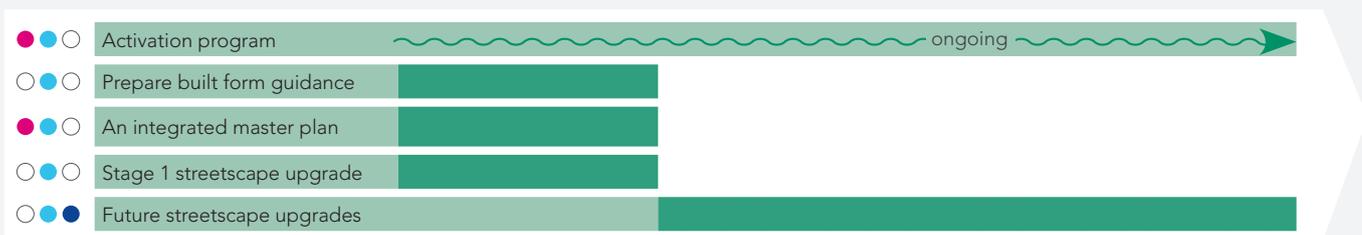
AN IDEA FOR ALBERT STREET BY TRACT CONSULTANTS

STEPS TO DELIVERING THE VISION



The key design principles are:

- **A SHARED STREET FOR PEOPLE:** Provide flexible indoor-outdoor spaces that reinforce the street’s function as a pedestrian axis with a strong cultural identity.
- **LIGHTER, QUICKER, CHEAPER:** Capitalise on the momentum of the Ideas Fiesta, which created a buzz of activity for the street and local businesses, through temporary street closures for events.
- **A SHADY GREEN STREET:** Plant shade-giving trees and encourage new development to contribute to the street’s lush planting character with green facades.
- **CASUAL DINING:** Encourage flexible ground-floor design that creates open subtropical spaces for outdoor dining.
- **OUTDOOR EVENTS:** Albert Street is both the stage and the pathway to the best of our city’s outdoor events, connecting Riverstage to King George Square and the Roma Street amphitheatre.



- Private sector
- Brisbane City Council
- Queensland/Australian Government

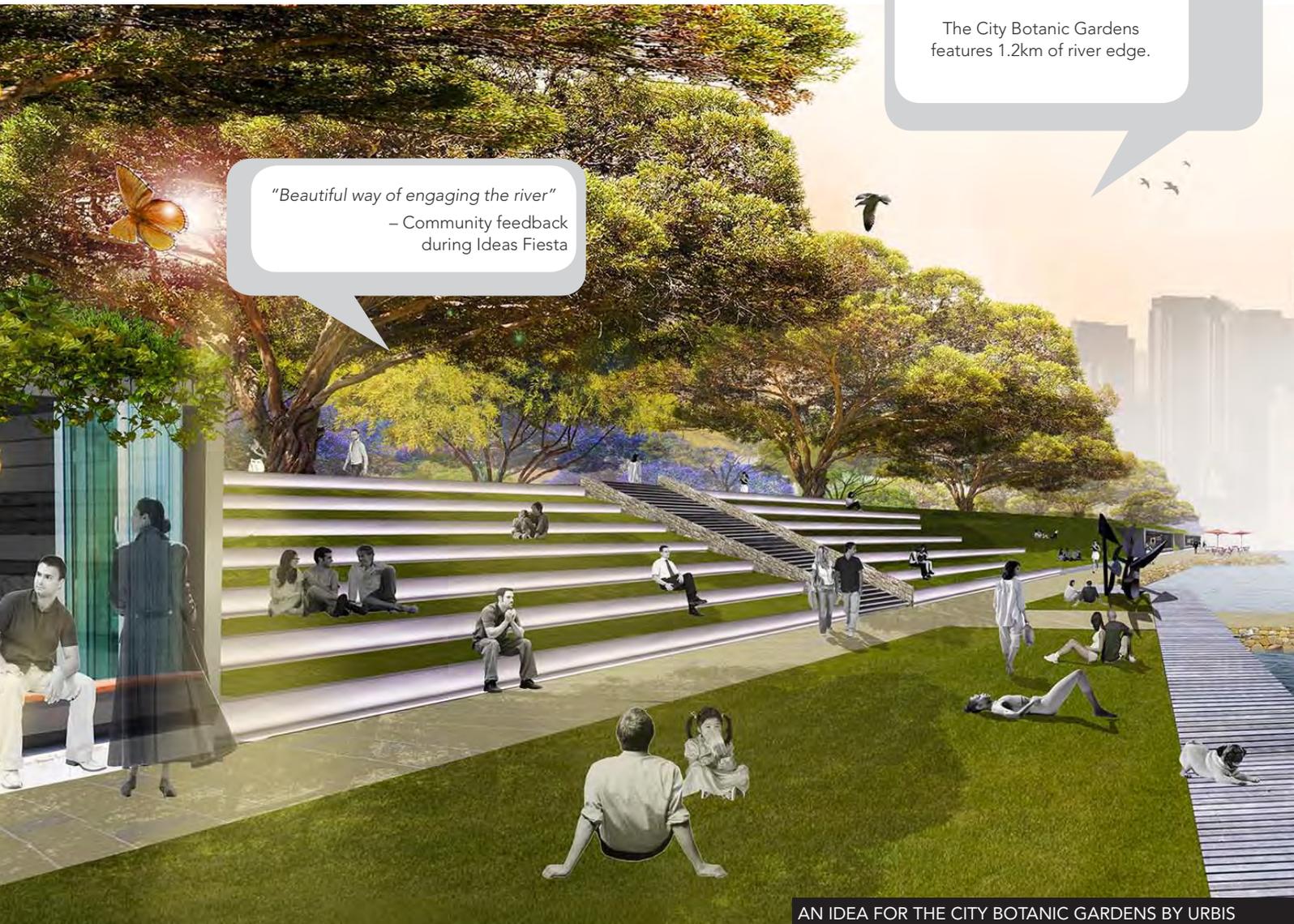


Timeframes are indicative only - project delivery is subject to further investigation



4.2 CITY BOTANIC GARDENS

Rich with stories of our past, the city's most treasured park rests lazily by the river. A lush, leafy playground for us all, the City Botanic Gardens will continue to offer respite from the urban bustle, playing host to events ranging from triathlons to music festivals. We will undertake public realm improvements to ensure the park evolves to meet the changing needs of the city. The gardens will remain the perfect spot for a Sunday family picnic beneath the figs.

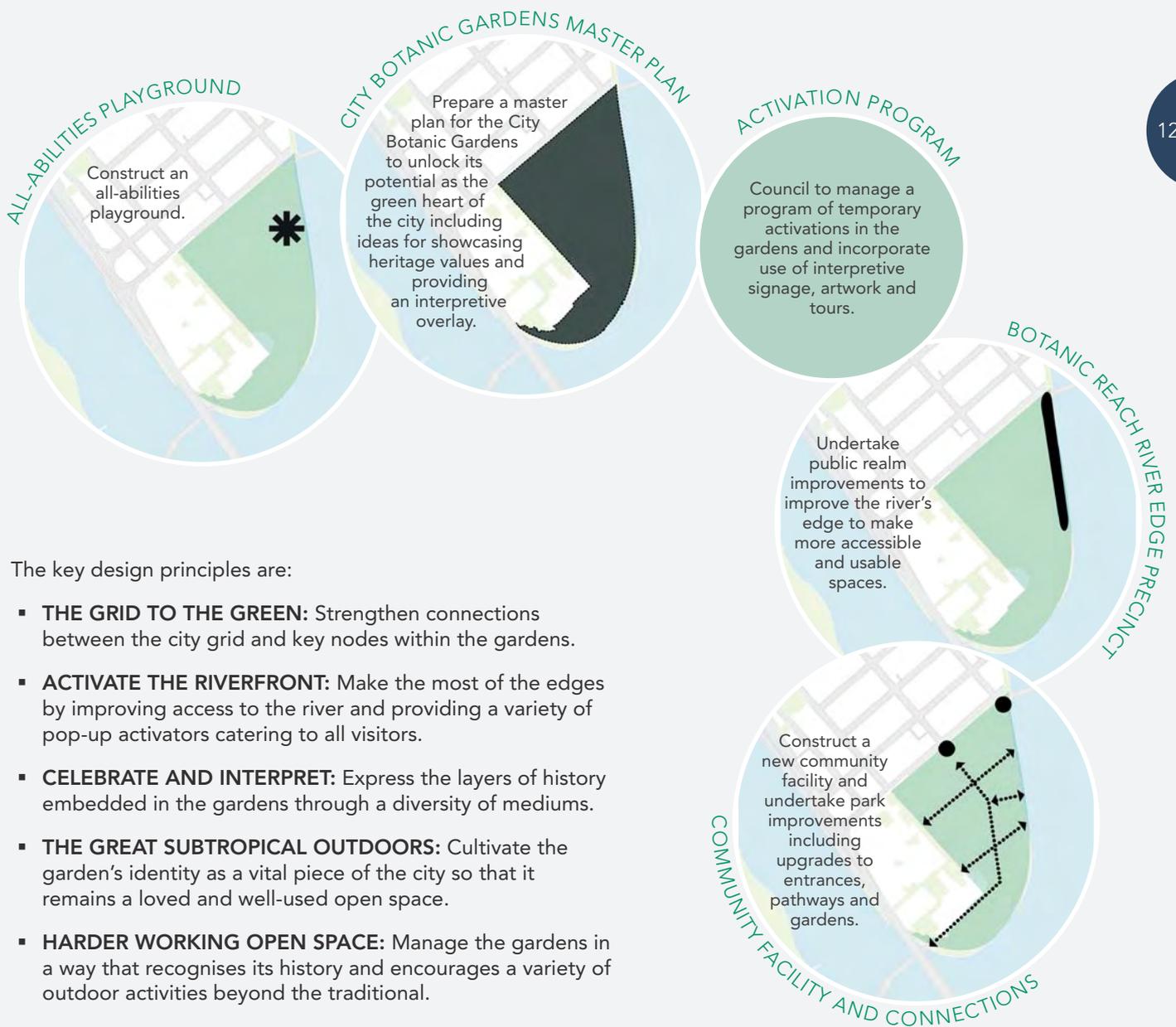


"Beautiful way of engaging the river"
– Community feedback during Ideas Fiesta

The City Botanic Gardens features 1.2km of river edge.

AN IDEA FOR THE CITY BOTANIC GARDENS BY URBIS

STEPS TO DELIVERING THE VISION



The key design principles are:

- **THE GRID TO THE GREEN:** Strengthen connections between the city grid and key nodes within the gardens.
- **ACTIVATE THE RIVERFRONT:** Make the most of the edges by improving access to the river and providing a variety of pop-up activators catering to all visitors.
- **CELEBRATE AND INTERPRET:** Express the layers of history embedded in the gardens through a diversity of mediums.
- **THE GREAT SUBTROPICAL OUTDOORS:** Cultivate the garden's identity as a vital piece of the city so that it remains a loved and well-used open space.
- **HARDER WORKING OPEN SPACE:** Manage the gardens in a way that recognises its history and encourages a variety of outdoor activities beyond the traditional.



- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation



4.3

WICKHAM AND ROMA STREET PARKLANDS

We will transform the series of individual green spaces on the city's ridgeline into an impressive, integrated parkland. This lush network will become the green threshold to Petrie Terrace and Spring Hill, important city-fringe precincts abounding with neighbourhood culture. In unifying these parks we will awaken the history, culture and tourism opportunities these precincts have to offer.

"Play space and pedestrian connections are good to complement Roma Street Park."
– Community feedback during Ideas Fiesta.



AN IDEA FOR WICKHAM PARK BY BRISBANE CITY COUNCIL



There are more than 20 hectares of parklands in the north-west of the city.

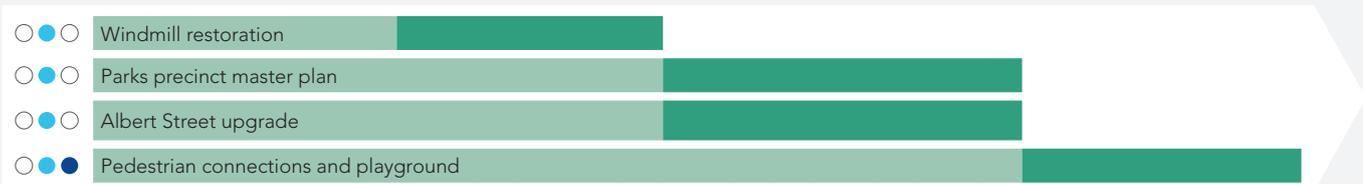
AN IDEA FOR WICKHAM PARK BY ASPECT STUDIO

STEPS TO DELIVERING THE VISION



The key design principles are:

- **ONE GIANT GREEN SPACE:** Improve the connections between parks in the area – Roma Street Parklands, Wickham Park, King Edward Park and Emma Miller Place – and create a cohesive identity for the collective green space.
- **CONNECT NEIGHBOURHOODS:** Make connections between Kurilpa Bridge, Spring Hill, Wickham and Roma Street Parklands and Petrie Terrace linking green spaces and neighbourhoods.
- **NORTHWARD DRIFT:** Assist people’s exploration of the Wickham and Roma Street Parklands from the lower areas of town by drawing them up along an improved Albert Street – then surprise them with unparalleled views of the city centre.
- **HERITAGE UNLOCKED:** Reveal and activate the rich historic secrets of the Old Windmill, the reservoirs and Spring Hill through programming and adaptive reuse.



- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation

GRAND ARRIVALS



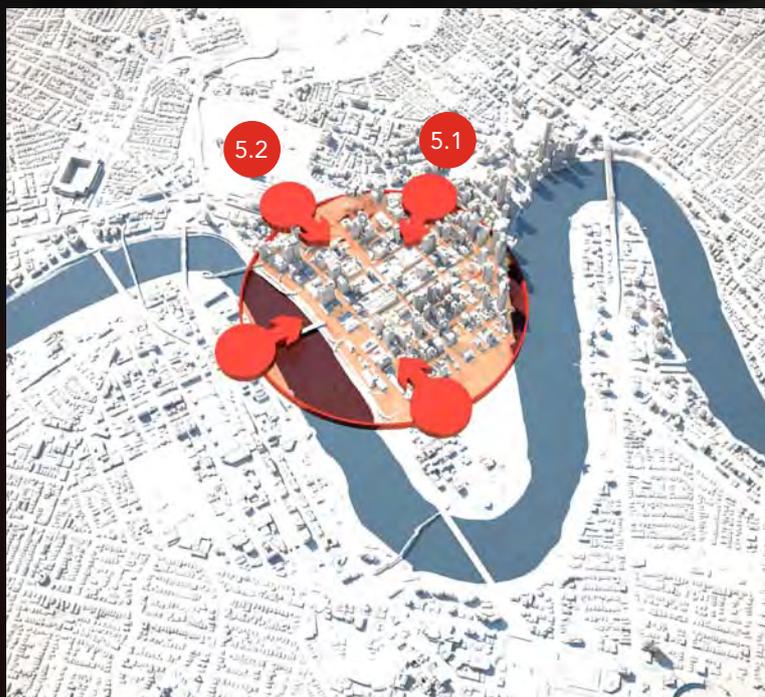
Welcome to our New World City. Our transit stations will celebrate arrival into our city centre with a uniquely Brisbane welcome. Exceptional architecture and grand interior volumes will reflect the civic importance of public transit. Generous public spaces will create welcoming meeting places while everyday conveniences and seamless transitions will make the daily commute a breeze. Destinations in their own right, our transit stations will offer insights into the history and culture of the city through temporary and permanent exhibitions. We will invest in our city centre stations to ensure arriving in Brisbane is part of a memorable journey.

CITY-MAKING PROJECTS:

- 5.1 Central Station
- 5.2 Roma Street Station

Other projects that support the 'grand arrivals' move and are delivered as part of other city-making moves include:

- *George Street UBAT Station (refer pg 138)*
- *Queen Street Bus Station (QSBS) redevelopment (refer pg 138)*





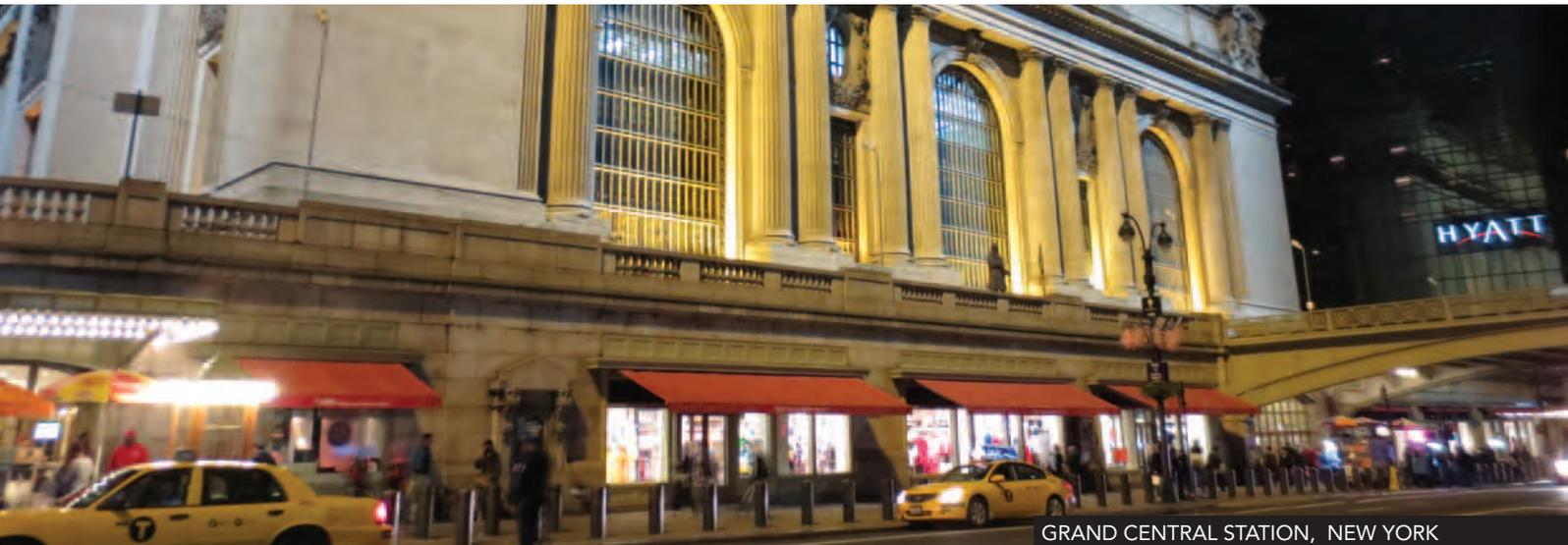
INDICATIVE TIMEFRAMES
(Estimate only - subject to change)





5.1 CENTRAL STATION

Central Station is Brisbane's grand address, delivering commuters and visitors into the heart of the city centre. Improving the station's capacity and quality will be vital to ensure it can accommodate Brisbane's growth as a New World City. We will harness the development potential of surrounding land to revitalise this important gateway. Redevelopment will open up the station to reveal its heritage and celebrate our subtropical climate and identity. It will be a meeting place, a destination and a landmark.



GRAND CENTRAL STATION, NEW YORK

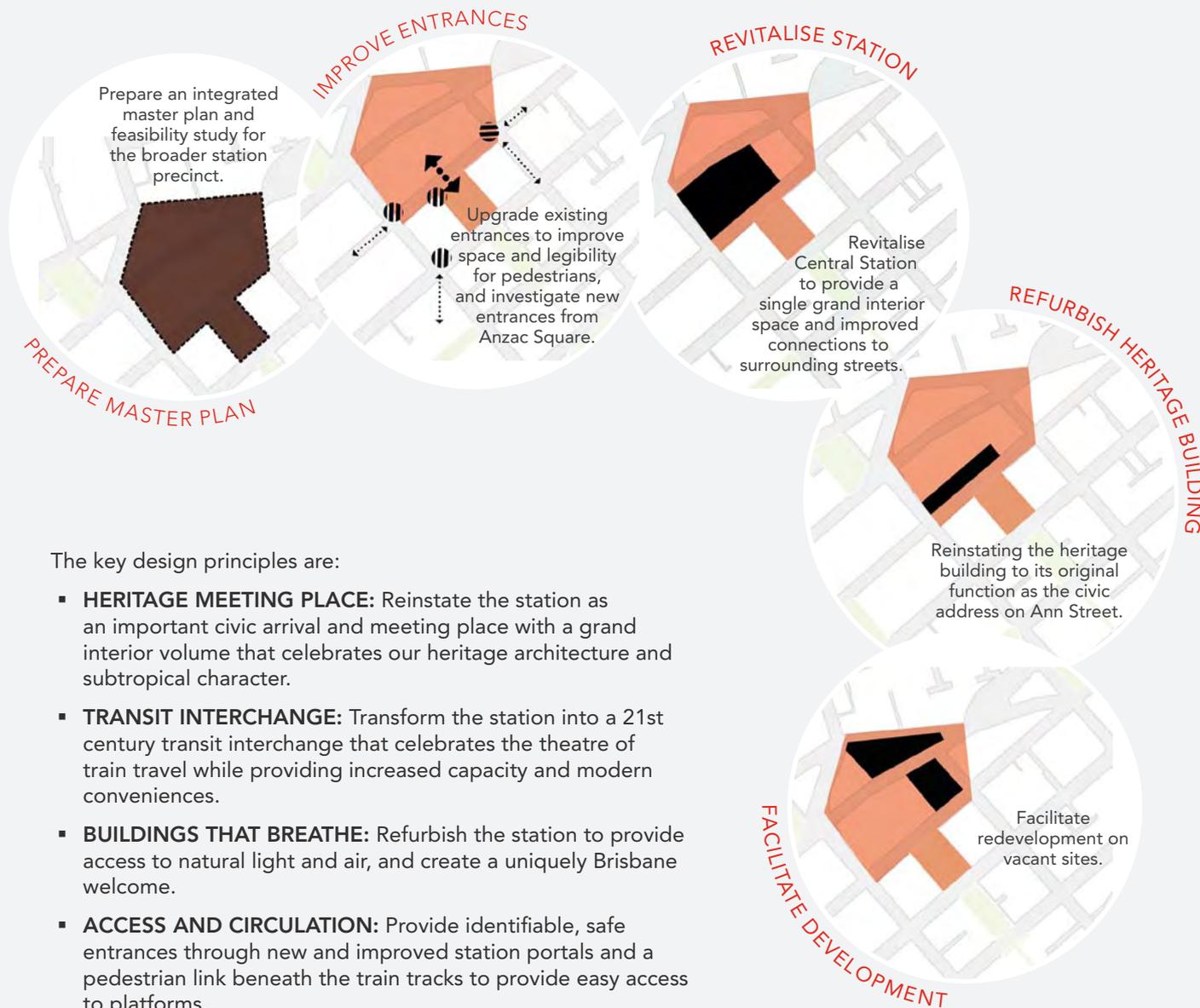


Central Station has the highest passenger traffic in the South East Queensland rail network (more than 105,000 people per day), and will experience substantial growth prior to the delivery of Underground Bus and Train.

ANZAC Square War Memorial

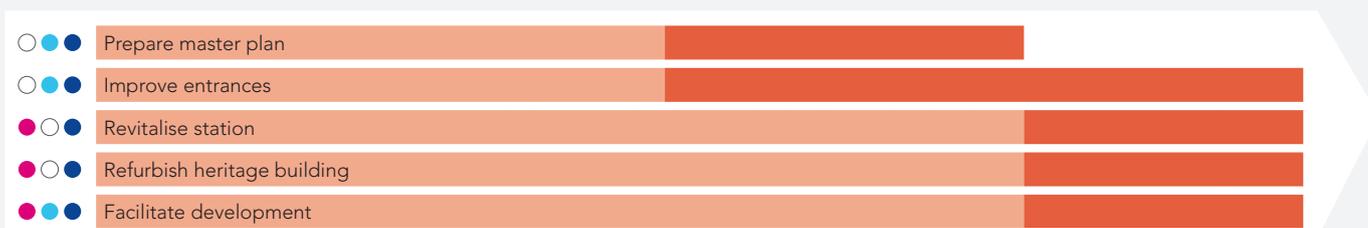
IDEA FOR CENTRAL STATION BY BUREAU PROBERTS AND UAP

STEPS TO DELIVERING THE VISION



The key design principles are:

- **HERITAGE MEETING PLACE:** Reinstating the station as an important civic arrival and meeting place with a grand interior volume that celebrates our heritage architecture and subtropical character.
- **TRANSIT INTERCHANGE:** Transform the station into a 21st century transit interchange that celebrates the theatre of train travel while providing increased capacity and modern conveniences.
- **BUILDINGS THAT BREATHE:** Refurbish the station to provide access to natural light and air, and create a uniquely Brisbane welcome.
- **ACCESS AND CIRCULATION:** Provide identifiable, safe entrances through new and improved station portals and a pedestrian link beneath the train tracks to provide easy access to platforms.



- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation



5.2 ROMA STREET STATION

Roma Street Station is the city's premier transport interchange, the primary gateway for long-distance tourists and the everyday gateway for residents and workers. Roma Street will be enhanced as a subtropical city boulevard, celebrating the arrival experience. The Transit Centre will be redeveloped and revitalised to deliver grand architecture and civic entrances from Roma Street and the parklands. Underground Bus and Train will unlock the capacity of this station and provide a new transit portal to the city centre, with connectivity between local and national bus and train.

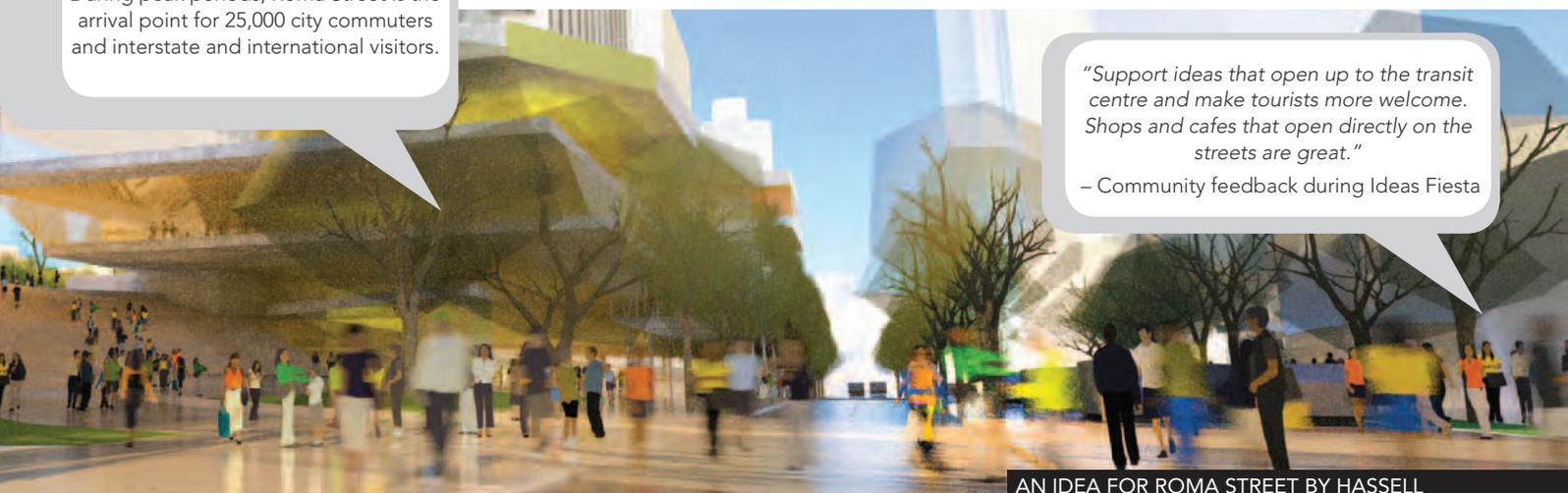


AN IDEA FOR ROMA STREET BY HASSELL

During peak periods, Roma Street is the arrival point for 25,000 city commuters and interstate and international visitors.

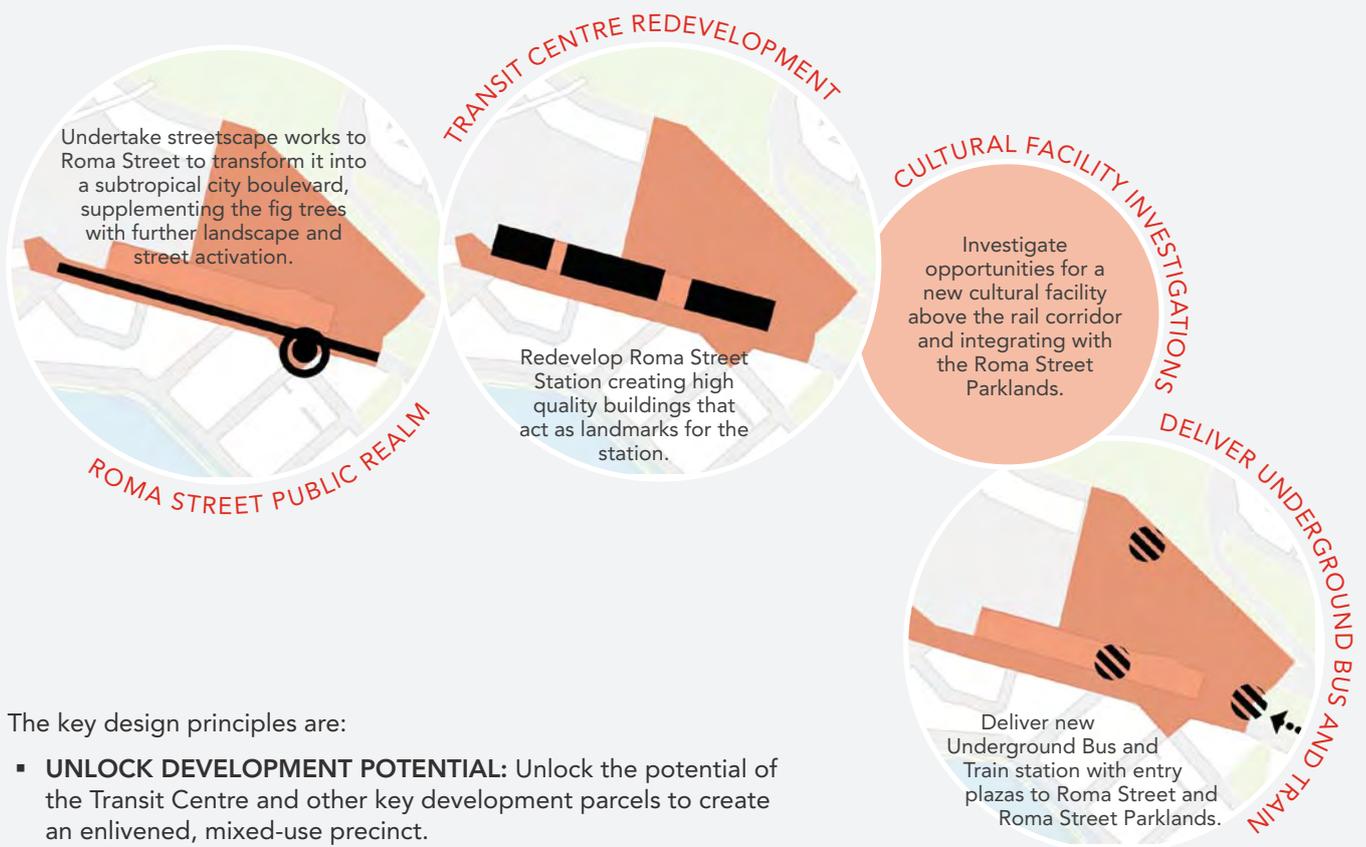
"Support ideas that open up to the transit centre and make tourists more welcome. Shops and cafes that open directly on the streets are great."

– Community feedback during Ideas Fiesta



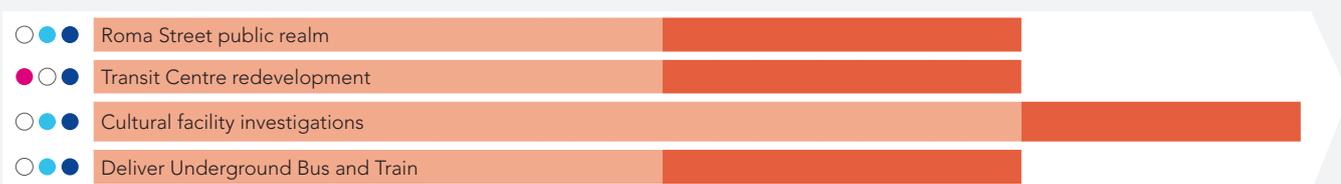
AN IDEA FOR ROMA STREET BY HASSELL

STEPS TO DELIVERING THE VISION



The key design principles are:

- **UNLOCK DEVELOPMENT POTENTIAL:** Unlock the potential of the Transit Centre and other key development parcels to create an enlivened, mixed-use precinct.
- **TRANSIT INTERCHANGE:** Integrate transit services and provide everyday food and retail conveniences for travellers.
- **CIRCULATION:** Provide a pedestrian subway network with smooth circulation between transportation systems.
- **NEIGHBOURHOOD CONNECTIONS:** Establish strong 24-hour connections with dignified and safe entrances from surrounding neighbourhoods.
- **ARRIVAL EXPERIENCE:** Transform Roma Street into a subtropical city boulevard to enhance the city arrival experience.

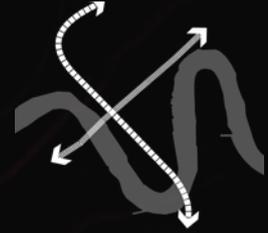


- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation

TRANSIT CITY



Brisbane is becoming a transit city. We will continue to invest in an integrated system of dedicated busways, a world-class rail network and new CityGlider network to create a modern, high-frequency, high-capacity public transport network. We will invest in underground infrastructure to reduce the impact on city streets and provide the impetus for urban revitalisation. The following projects are vital to ensuring the journey to our city centre is a convenient, comfortable and hassle-free experience from start to finish.

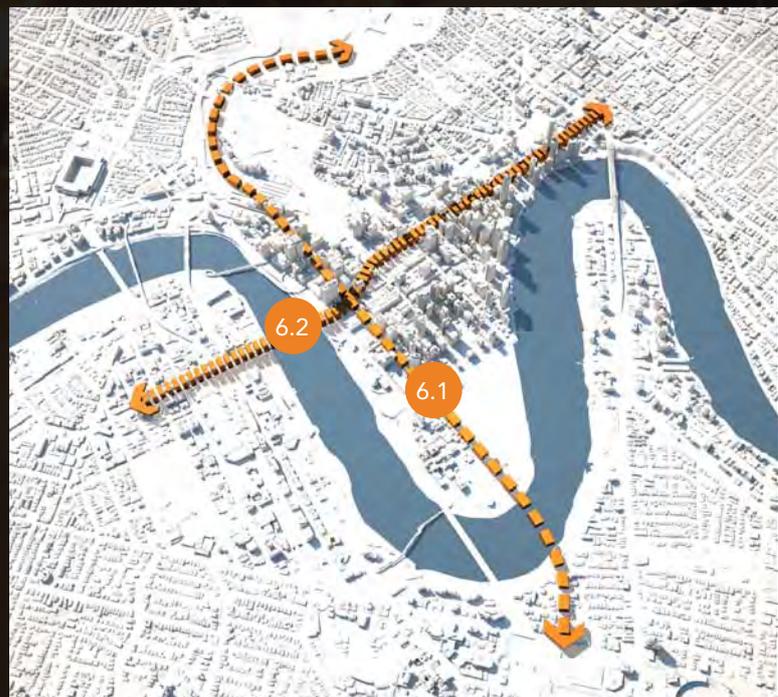
CITY-MAKING PROJECTS:

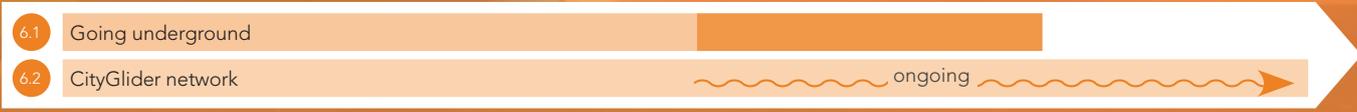
6.1 Going underground

6.2 CityGlider network

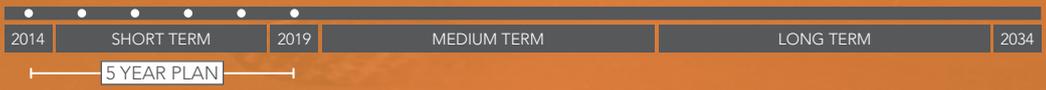
Other projects that support the 'transit city' move and are delivered as part of other city-making moves include:

- Central Station (refer pg 132)
- Roma Street Station (refer pg 134)
- Victoria Bridge (refer pg 112)





INDICATIVE TIMEFRAMES
(Estimate only - subject to change)





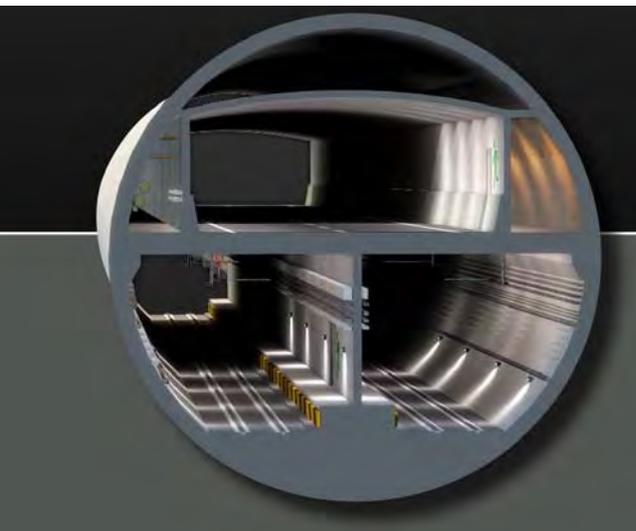
6.1 GOING UNDERGROUND

Better connections between our economic heart and the rapidly growing South East Queensland region are essential. The Underground Bus and Train will provide much-needed rail and bus capacity delivering thousands more workers, shoppers and visitors to the new stations at Woolloongabba, George Street and Roma Street. The Underground Bus and Train will almost double the daily passenger capacity of Brisbane's rail and bus network, provide a world-class transit experience and be complemented by other initiatives to increase capacity in the city's bus network.

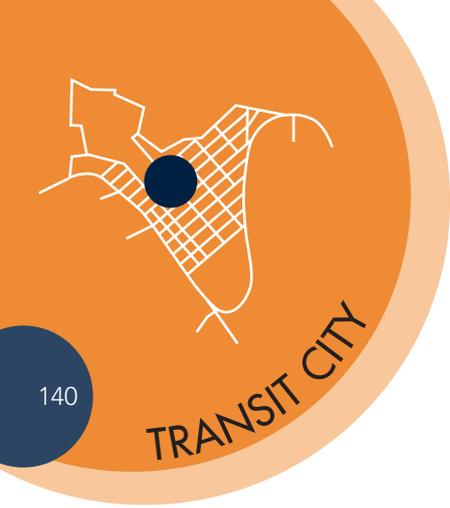


George Street's Underground Bus and Train station is projected to accommodate 100,000 commuters per day.

CONCEPTS DEVELOPED FOR THE UBAT BY QUEENSLAND GOVERNMENT (DTMR)

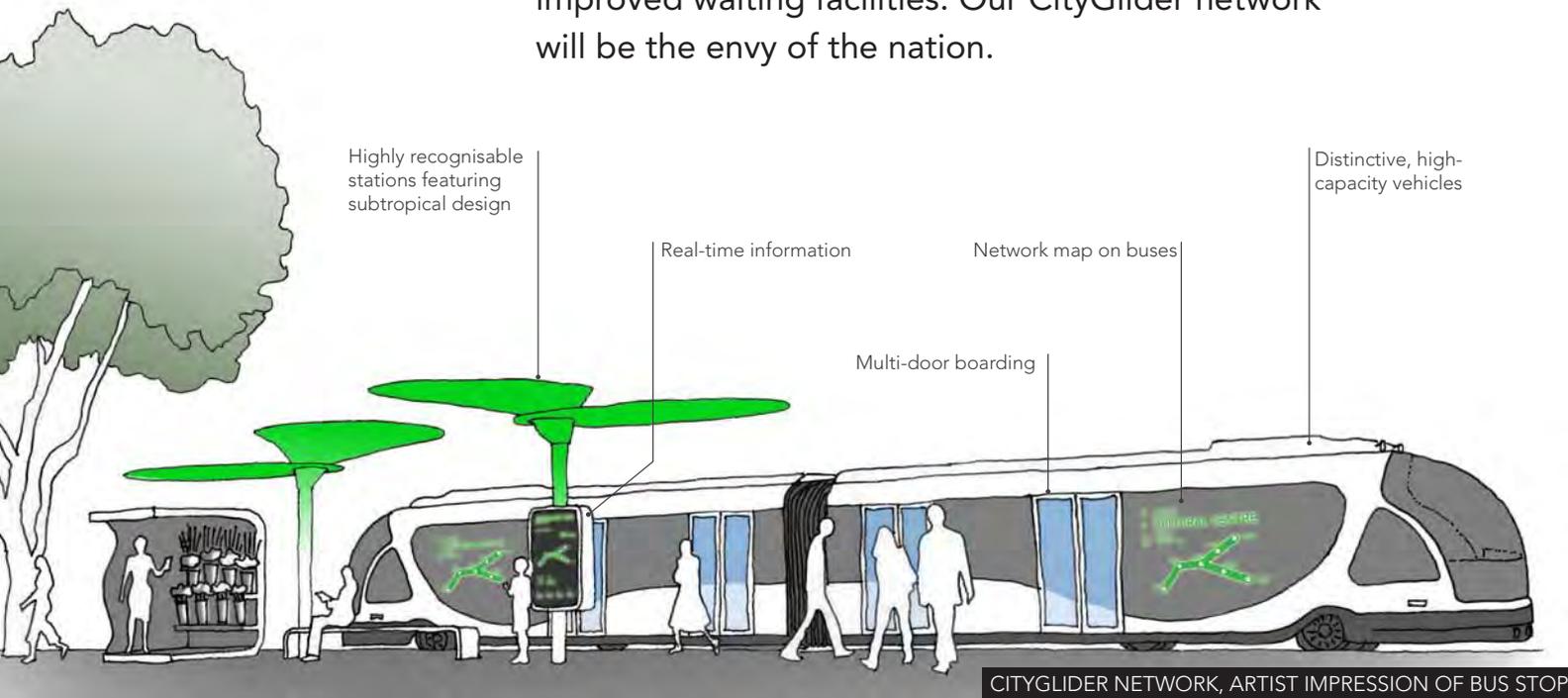


CONCEPTS DEVELOPED FOR THE UBAT BY QUEENSLAND GOVERNMENT (DTMR)



6.2 CITYGLIDER NETWORK

The CityGlider network will connect our inner city. Workers, residents and tourists will glide along the city streets, moving quickly and conveniently between employment hubs and popular destinations. We will establish more routes, to more places, more often. Features will include easy to recognise vehicles with multiple entry doors, prepaid boarding, real-time information and improved waiting facilities. Our CityGlider network will be the envy of the nation.



CITYGLIDER NETWORK, ARTIST IMPRESSION OF BUS STOP



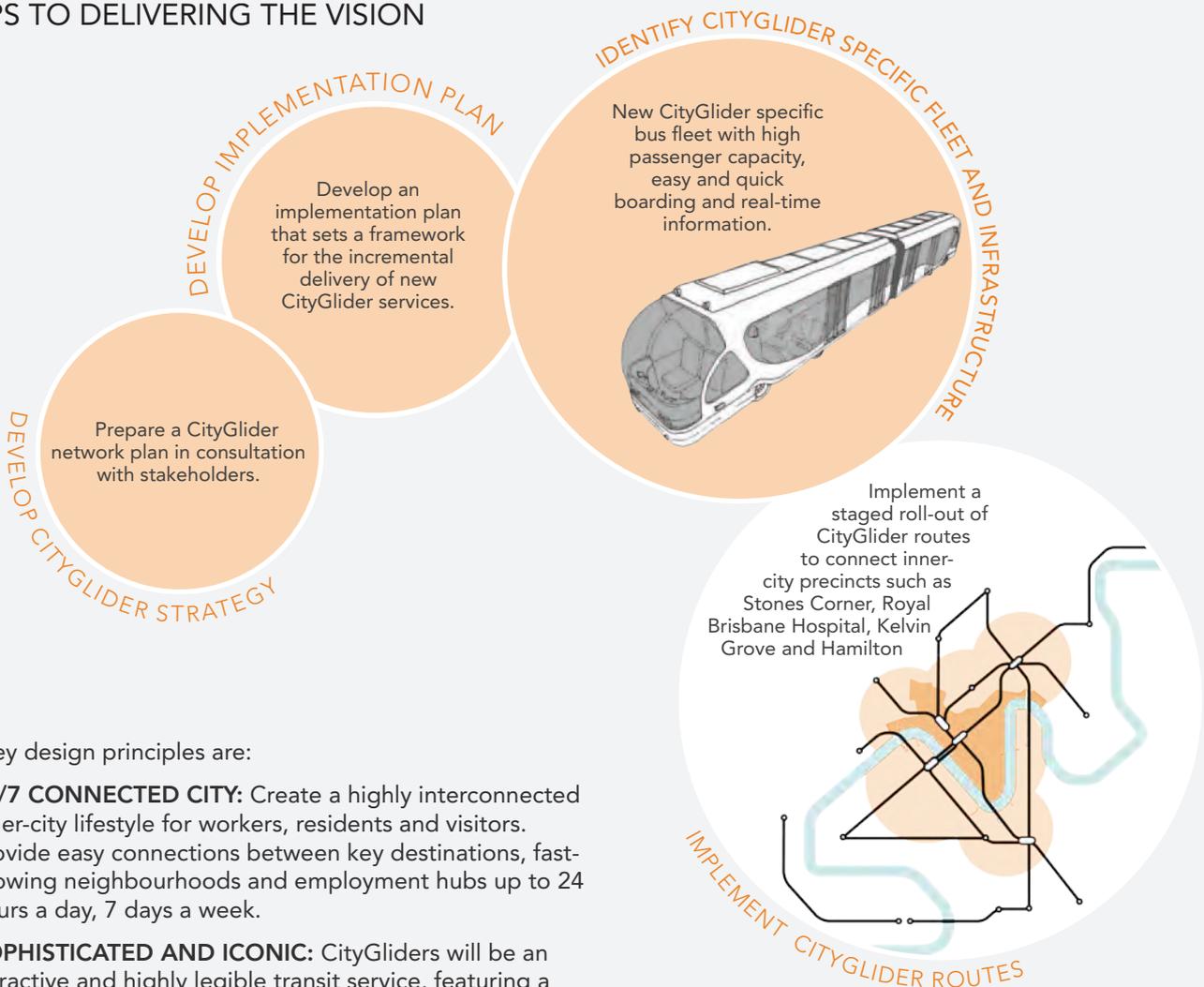
48% of all trips to the city centre will be made from within the inner city by 2031.

CITYGLIDER NETWORK, ARTIST IMPRESSION OF BUS STOP



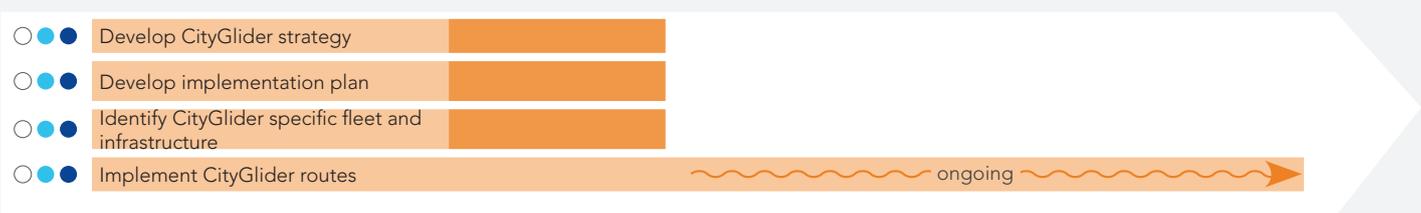
CITYGLIDER NETWORK, REAL-TIME INFORMATION

STEPS TO DELIVERING THE VISION



The key design principles are:

- **24/7 CONNECTED CITY:** Create a highly interconnected inner-city lifestyle for workers, residents and visitors. Provide easy connections between key destinations, fast-growing neighbourhoods and employment hubs up to 24 hours a day, 7 days a week.
- **SOPHISTICATED AND ICONIC:** CityGliders will be an attractive and highly legible transit service, featuring a specific fleet, transit furniture and signage.
- **TURN-UP-AND-GO TRANSIT:** Deliver a street-based transit network for the inner city that is prepaid, frequent and easy to use.
- **SMART MOVEMENT:** Employ smart technology to glide through traffic and provide passengers with Wi-Fi and real-time transport information.



- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation

THE INNER-CITY STITCH



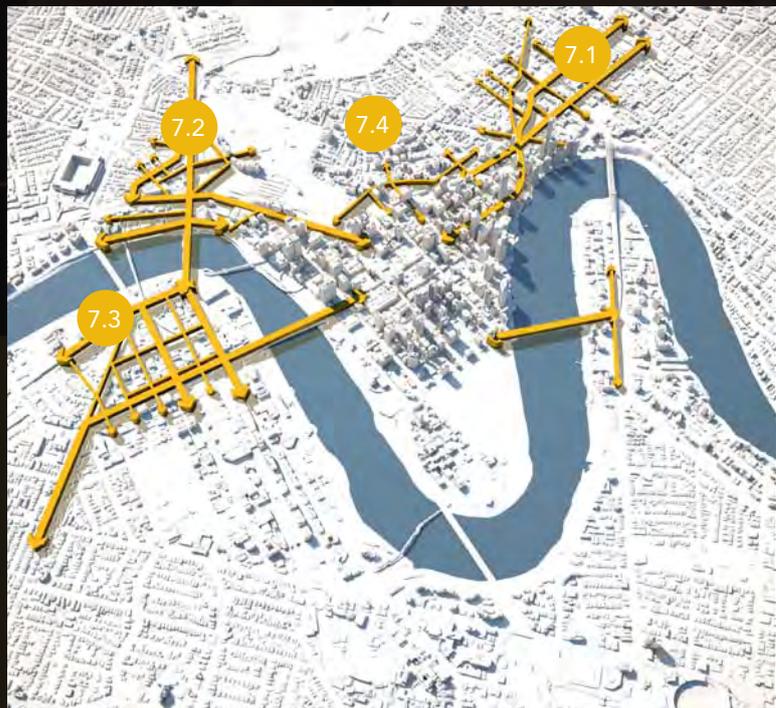
Brisbane's newest renewal neighbourhoods are on the doorstep of the city centre. Once blighted by traffic, the development potential of these urban village precincts will be unlocked to stitch the inner city back together. They will emerge as new lifestyle precincts with places to live, work and relax centred around existing parklands and new cultural facilities. We will open up development opportunities and deliver lasting micro-economic reform in these precincts through integrated master planning, delivery of essential infrastructure and investment in public realm improvements.

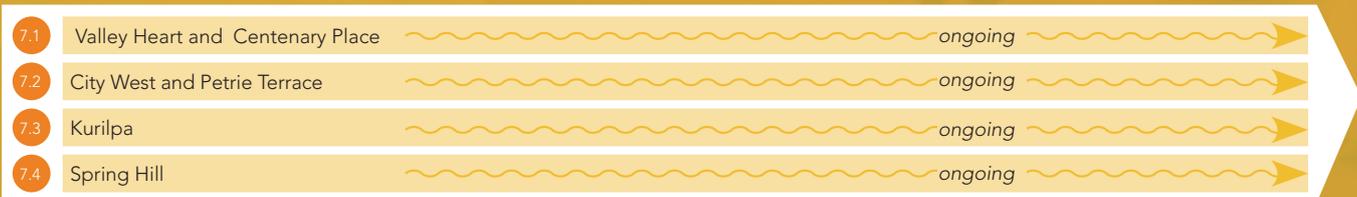
CITY-MAKING PROJECTS:

- | | |
|--------------------------------------|-----------------|
| 7.1 Valley Heart and Centenary Place | 7.3 Kurilpa |
| 7.2 City West and Petrie Terrace | 7.4 Spring Hill |

Other projects that support the 'inner-city stitch' move and are delivered as part of other city-making moves include:

- Wickham and Roma Street Parklands (refer pg 128)
- Kangaroo Point Bridge (refer pg 110)





INDICATIVE TIMEFRAMES
(Estimate only - subject to change)

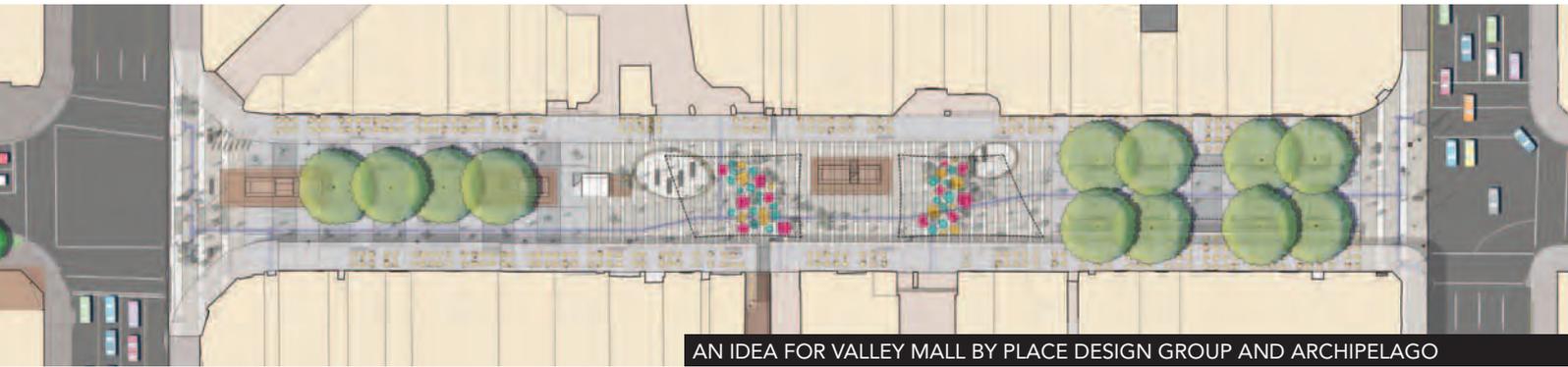




7.1

VALLEY HEART AND CENTENARY PLACE

We will revive the heart of the Valley, stitching together the retail core with neighbouring employment and residential precincts via subtropical streets. New development will be catalysed through improvements to public spaces and transport connections. A reinvigorated Brunswick Street Mall and new laneway developments will energise the Valley Heart as a lifestyle destination throughout the day and night. Centenary Place will be established as a village green that connects the Valley to the city and Spring Hill to Howard Smith Wharves.



AN IDEA FOR VALLEY MALL BY PLACE DESIGN GROUP AND ARCHIPELAGO



*"LOVE the 'neighbourhood' theme!
Community acceptance and vibrancy"*
– Community feedback during Ideas Fiesta

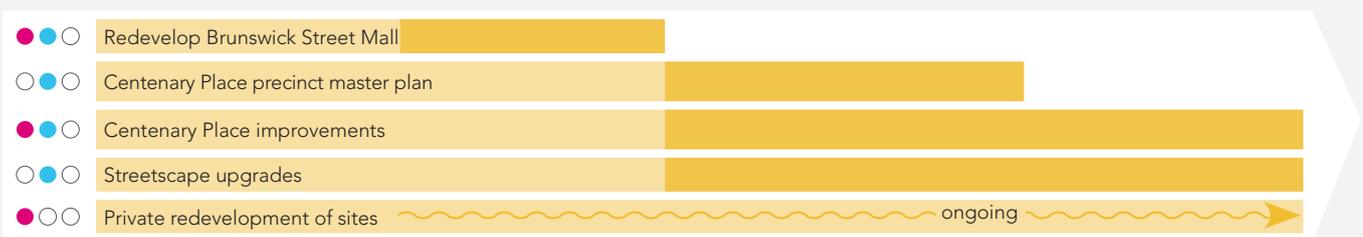
AN IDEA FOR CENTENARY PLACE BY OWEN AND VOKES AND PETERS

STEPS TO DELIVERING THE VISION



The key design principles are:

- **PUBLIC SPACES TO DRIVE INVESTMENT:** Upgrade Brunswick Street Mall, Ann Street, Barry Parade and other streetscapes to improve pedestrian safety and amenity and attract investment and redevelopment in Fortitude Valley.
- **A NEW VILLAGE GREEN:** Rationalise road movement and improve pedestrian crossings to reinstate Centenary Park as the village green for the Valley.
- **A COMMUNITY HUB:** Investigate provision of a 21st century library on Brunswick Street to create a quality public and cultural destination that will meet the needs of the growing community and improve the culture of day and night activity.
- **TRANSIT CONNECTIONS:** Streetscape upgrades to Ann Street to improve safety, amenity and access to high-frequency bus services.



- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation



7.2

CITY WEST AND PETRIE TERRACE

City West and Petrie Terrace will be transformed from a transport thoroughfare into a lively mixed-use precinct. We will revive underused heritage places and green spaces to attract investment and deliver new connections to the city centre and surrounding neighbourhoods. Harnessing private development to deliver stand-out cultural destinations, restaurants and shops, this precinct will become an integrated lifestyle hub.

"...there are not nearly enough places along our beautiful river for the general population to just enjoy."
 – Community feedback during Ideas Fiesta

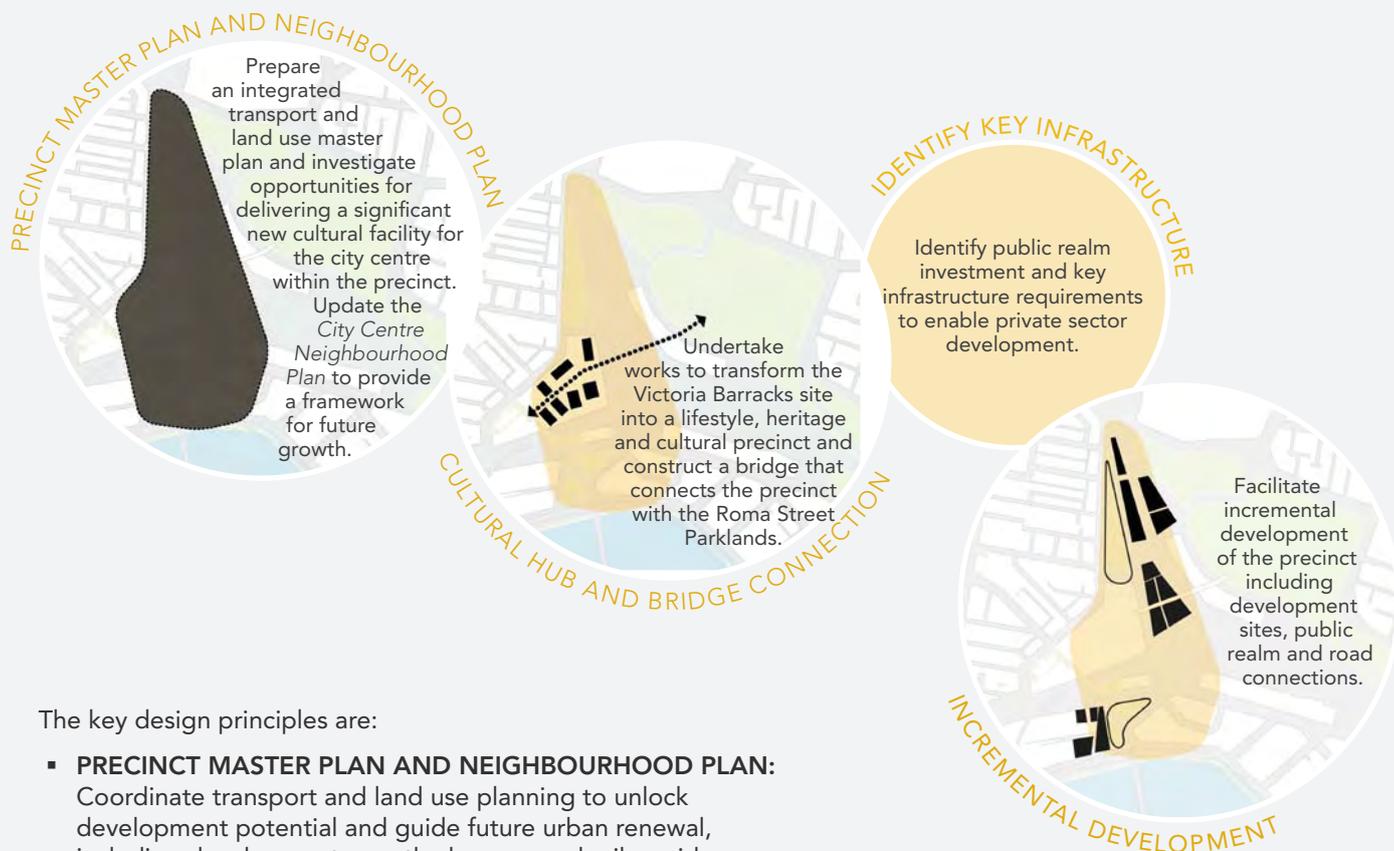


AN IDEA FOR E.E. MCCORMICK PLACE BY ARCHITECTUS



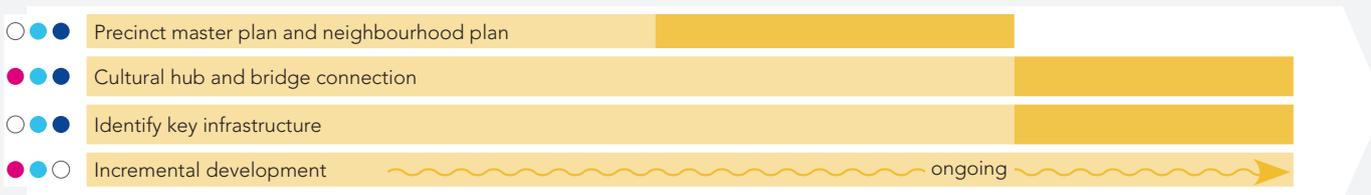
AN IDEA FOR PETRIE TERRACE BY CONRAD GARGETT RIDDELL

STEPS TO DELIVERING THE VISION



The key design principles are:

- **PRECINCT MASTER PLAN AND NEIGHBOURHOOD PLAN:** Coordinate transport and land use planning to unlock development potential and guide future urban renewal, including development over the busway and rail corridor.
- **REPURPOSE THE BARRACKS AS A LIFESTYLE HUB:** The historic Victoria Barracks will become a lifestyle hub with cultural destinations, dining and creative industry.
- **CONNECT THE INNER WEST TO OUR CITY PARKS:** New pedestrian bridges span transport infrastructure to connect the barracks and inner-western suburbs to Roma Street Parklands, Memorial Park and the city itself.
- **IMPROVE ACCESS TO GREEN SPACES:** Review traffic movements and intersections between Roma Street, William Jolly Bridge and Petrie Terrace to improve access to parks, local amenity and attract investment.



- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation

7.3 KURILPA

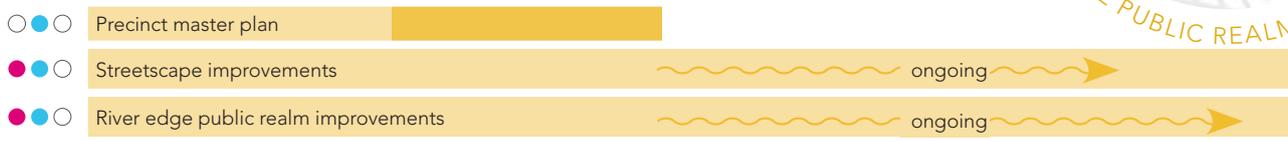
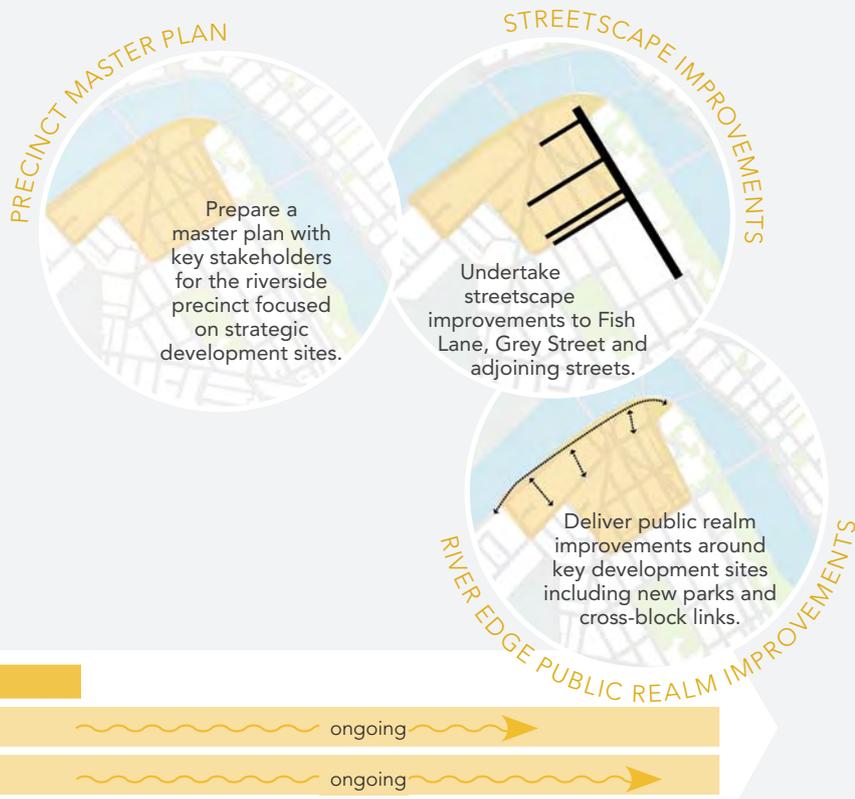
The energy of the city centre meets the creativity and culture of South Brisbane in the emerging Kurilpa precinct. Only a short walk from the city heart, Kurilpa will be home to a mix of vibrant laneways, new businesses, residential and creative industry clusters. The redevelopment of key industrial sites will revitalise this precinct, open up the riverfront and create new lifestyle and cultural destinations.



The key design principles are:

- **IMPROVE LOCAL AMENITY AND VIBRANCY:** Establish Fish Lane as a key public space that provides a charming retreat for residents, workers and visitors.
- **ACTIVATE AND EMBRACE RIVER:** Improve riverside public spaces and facilitate mixed-use development through the relocation of industrial activity to unlock the river's edge.
- **CONNECT THE KURILPA PRECINCT:** Forge stronger connections with the city centre and within Kurilpa through an integrated network of subtropical streets, laneways and mid-block connections.

STEPS TO DELIVERING THE VISION



- Private sector
- Brisbane City Council
- Queensland/Australian Government

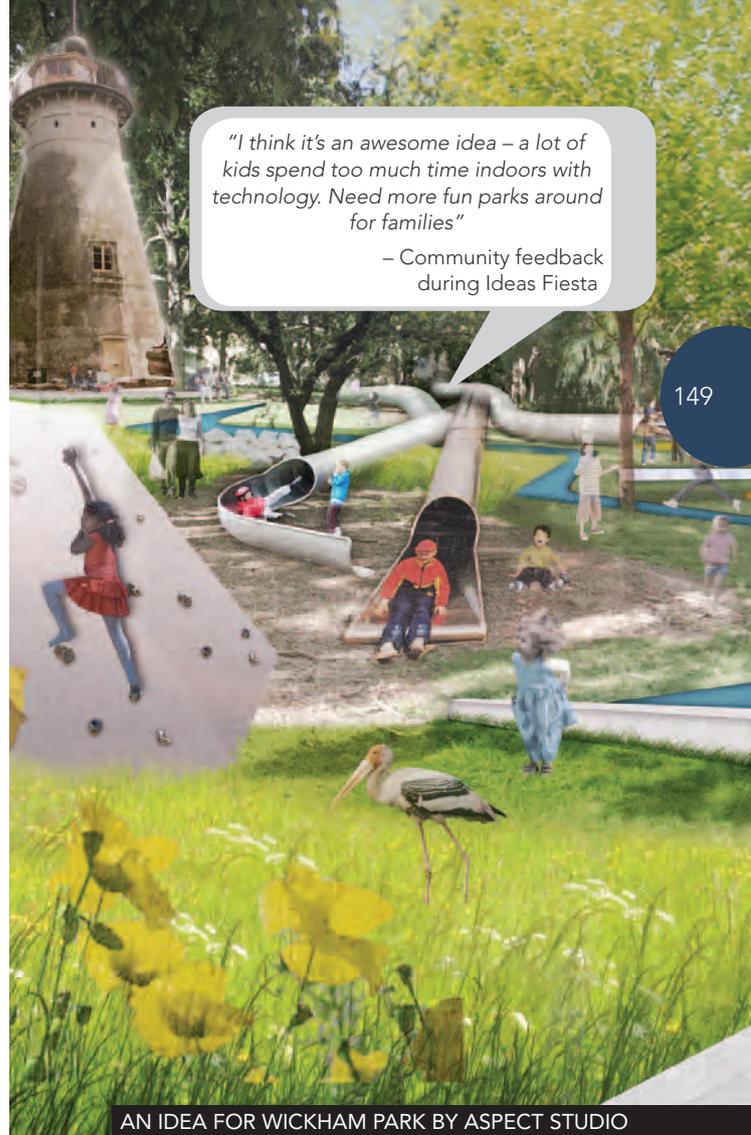


Timeframes are indicative only - project delivery is subject to further investigation



7.4 SPRING HILL

Spring Hill is beginning to bloom. Overlooking the city centre, this historic neighbourhood is home to vital hospitals, schools and a thriving small business community. A network of new pedestrian links, small green spaces and ridge-top parks will reconnect Spring Hill with the heart of the city. Welcome to our city's verandah.

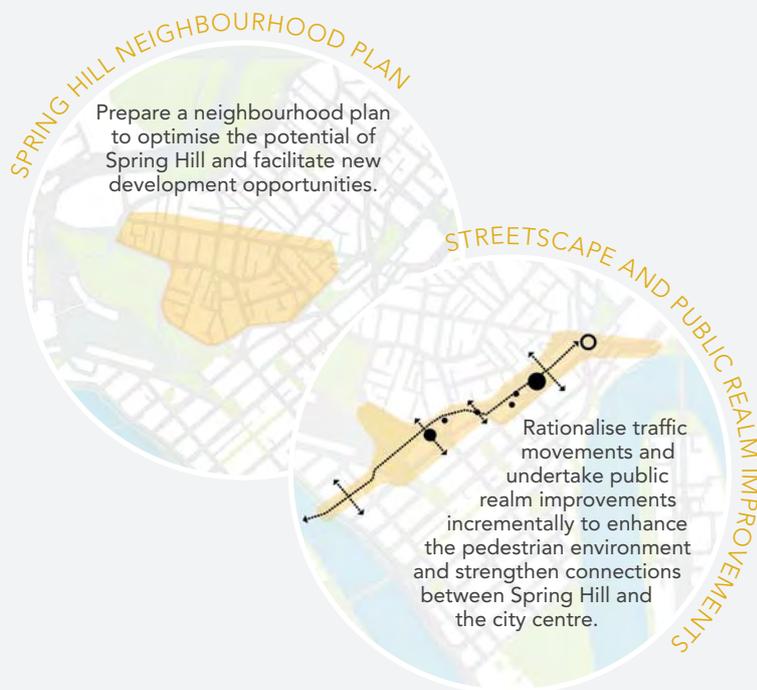


AN IDEA FOR WICKHAM PARK BY ASPECT STUDIO

The key design principles are:

- **PLAN FOR THE FUTURE:** Sustain Spring Hill's important health and small business communities by planning for future growth, while protecting heritage places.
- **RECONNECT SPRING HILL WITH THE CITY CENTRE:** Invest in safer and more direct pedestrian links to better connect the ridgeline with Central Station, Albert Street and Roma Street.
- **UPGRADE KEY PUBLIC SPACES:** Undertake public realm improvements to Wickham Park and Cathedral Square to improve local amenity and catalyse redevelopment on surrounding sites.

STEPS TO DELIVERING THE VISION



- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation

DISTINCTIVE ARCHITECTURE

Brisbane's pleasant subtropical climate has inspired our distinct architectural heritage. We will guide the development of key sites and precincts to showcase modern subtropical architecture that continues this heritage and uniquely brands our city. This will position us firmly as innovators on the world stage and offer economic, tourism and environmental benefits. We will design our buildings to accommodate growth and deliver distinctive urban architecture, public realm and landscape that are of our latitude.

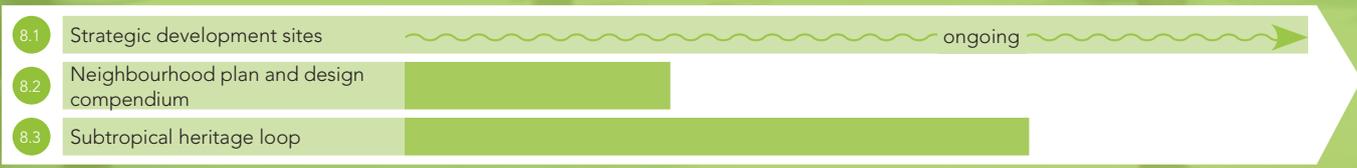
CITY-MAKING PROJECTS:

- 8.1 Strategic development sites
- 8.2 Neighbourhood plan and design compendium
- 8.3 Subtropical heritage loop

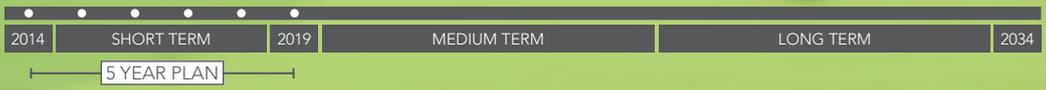
Other projects that support the 'distinctive architecture move and are delivered as part of other city-making moves include:

- *Riverstage (refer pg 158)*
- *Central Station (refer pg 130)*





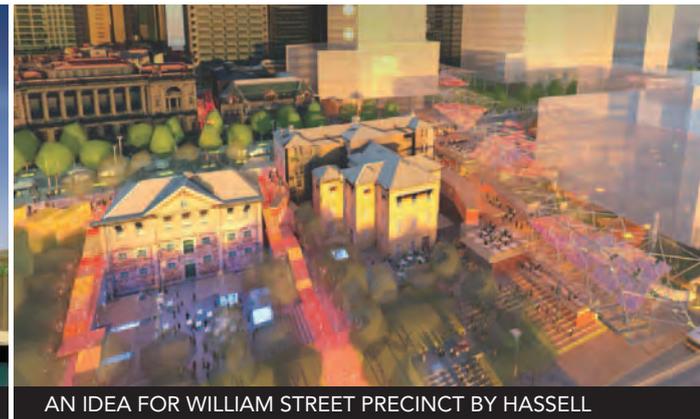
INDICATIVE TIMEFRAMES
(Estimate only - subject to change)



8.1

STRATEGIC DEVELOPMENT SITES

We will work collaboratively with landowners and developers to unlock the potential of strategic holdings in the city centre and facilitate timely development with best-practice design. These development sites will drive the city's economy and showcase our distinctive 'buildings that breathe' architecture, setting the agenda for the rest of the city to follow. Open, inviting, laden with landscape and embodying our outdoor lifestyle, these places and spaces will put our city on the world stage.



STEPS TO DELIVERING THE VISION



The key design principles are:

- **UNLOCK DEVELOPMENT POTENTIAL:** Encourage innovative and contextually responsive designs to unlock development potential in the city centre.
- **WORLD-CLASS ARCHITECTURE:** Develop a city of great architecture of which we are proud and is distinctly Brisbane.
- **PUBLIC REALM CONTRIBUTION:** New development to deliver public spaces, public art and active street edges that integrate with the grain of the city centre.

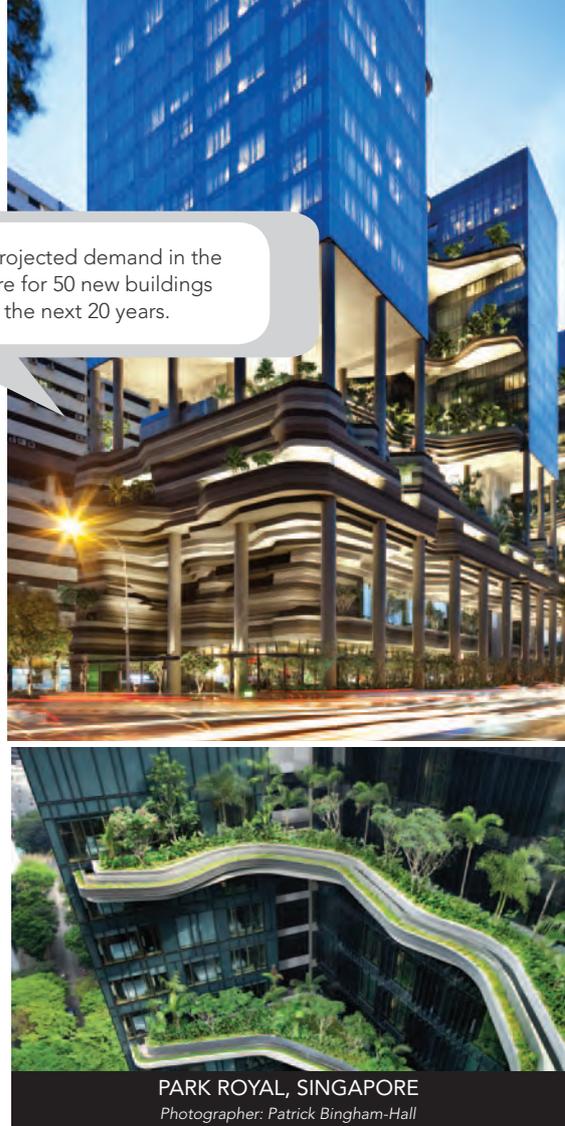


- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation

There is projected demand in the city centre for 50 new buildings over the next 20 years.



PARK ROYAL, SINGAPORE
Photographer: Patrick Bingham-Hall

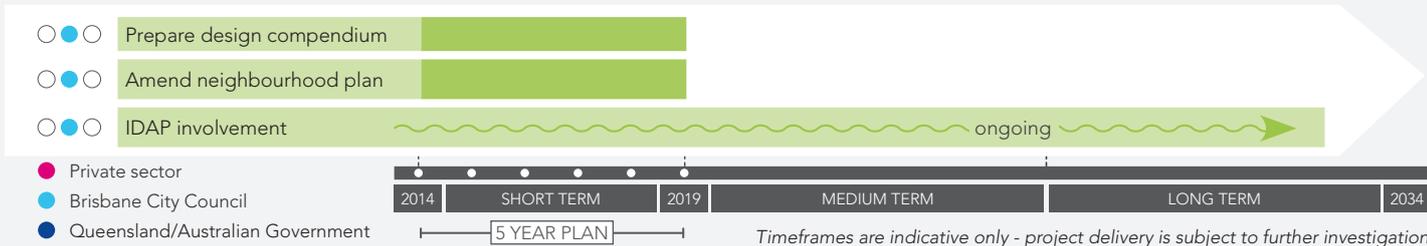
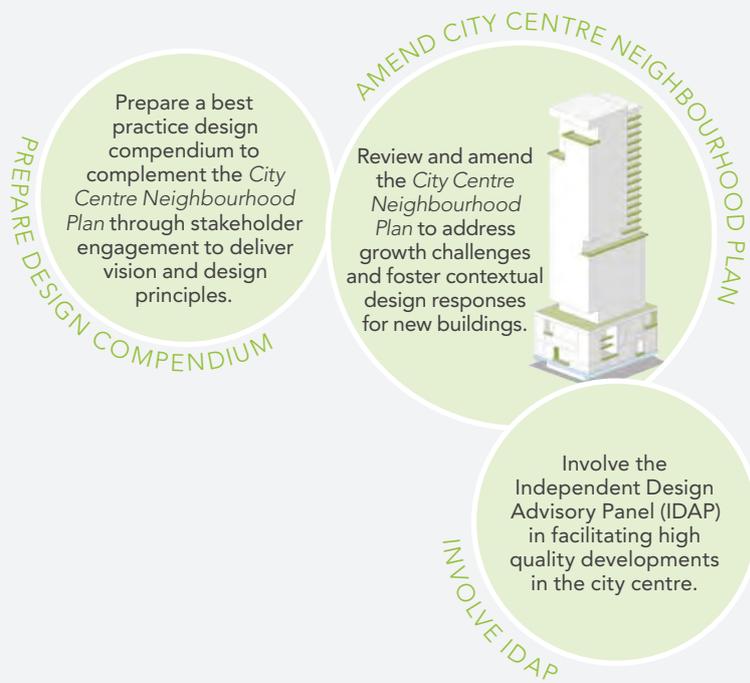
8.2 NEIGHBOURHOOD PLAN & DESIGN COMPENDIUM

Our subtropical built heritage will be the inspiration for new designs that will become the heritage of the future. We will provide clear yet flexible guidance for all who invest, design and build in our city centre. New developments will be open, engaging and green, with shaded spaces and opportunities to interact with the street. They will energise our economy and complement our growing skyline. Each new development will contribute to Brisbane’s identity, prosperity and lifestyle.

The key design principles are:

- **OPEN, OUTDOOR AND COMFORTABLE:** Our buildings transition smoothly from indoors to outdoors, creating subtropical spaces on our streets, roofs and edges of buildings.
- **CONTEXTUALLY APPROPRIATE:** Each building in our city centre is unique. Designs consider and respond to the surroundings, be it heritage buildings, streetscapes, natural assets or public spaces.
- **A SIMPLE PROCESS:** The development process will be simple and design focused, with Council providing clear design guidance at an early stage.
- **ACCOMMODATE A GROWING ECONOMY:** Building design will cater for growth and make efficient use of city centre land, while protecting amenity and heritage.

STEPS TO DELIVERING THE VISION



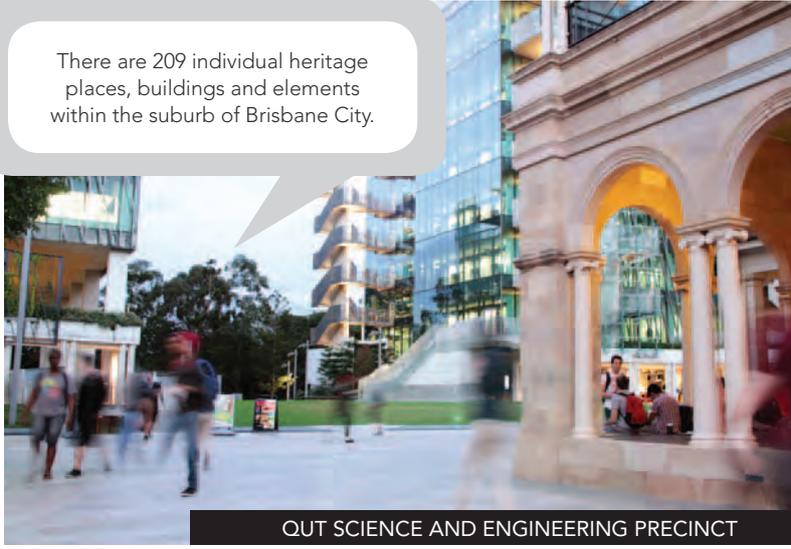


THE MANSIONS, GEORGE STREET

8.3 SUBTROPICAL HERITAGE LOOP

We will celebrate and protect our heritage places and natural assets with a subtropical heritage loop. Iconic heritage buildings will become inviting cultural destinations that interact with the city and the landscape. An interpretive trail connects these places to provide a journey through our city's history.

There are 209 individual heritage places, buildings and elements within the suburb of Brisbane City.



QUT SCIENCE AND ENGINEERING PRECINCT

The key design principles are:

- **A WALK THROUGH HISTORY:** Public realm, landscape and wayfinding improvements will connect our heritage places with natural features to provide tourists and locals with an easy walk through Brisbane's history.
- **CARING FOR OUR HERITAGE:** The refurbishment, reuse and maintenance of heritage buildings and places will be supported to ensure they continue to contribute to the character and future of the city centre.
- **OUR HISTORY IN A DAY:** Interpretive signage of heritage buildings, places and precincts will tell the stories from defining parts of our city's history.

STEPS TO DELIVERING THE VISION



- Private sector
- Brisbane City Council
- Queensland/Australian Government



09

CITY-MAKING MOVES

24/7
EVENT CITY

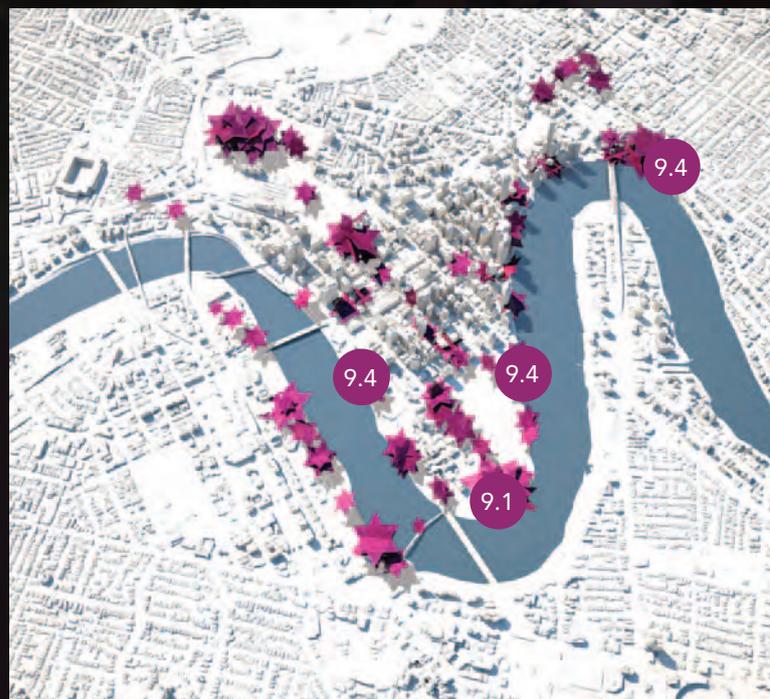
The city centre is no longer a 9-5 proposition. We will extend trading hours, offer international-standard dining and host world-class events as the foundation of our 24/7 city. The city centre, South Bank and Fortitude Valley are unique destinations that will offer a variety of events and cultural and entertainment facilities to bring the city to life. Our laneways, 'hole in the wall' bars, micro-theatres, riverside events and small-scale 'happenings' will ensure there is always something to do. Our river, parks and cliffs will invite people to exercise, play and relax. The following projects will extend activity in our city beyond the work day.

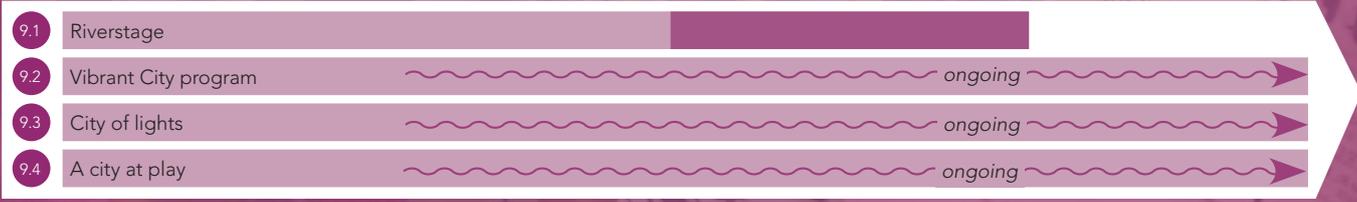
CITY-MAKING PROJECTS:

- | | |
|--------------------------|--------------------|
| 9.1 Riverstage | 9.3 City of lights |
| 9.2 Vibrant City program | 9.4 A city at play |

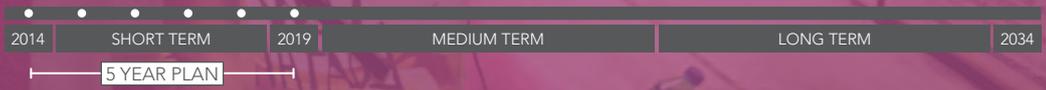
Other projects that support the '24/7 event city' move and are delivered as part of other city-making moves include:

- *City Botanic Gardens (refer pg 126)*
- *Cultural quarters (refer pg 168)*



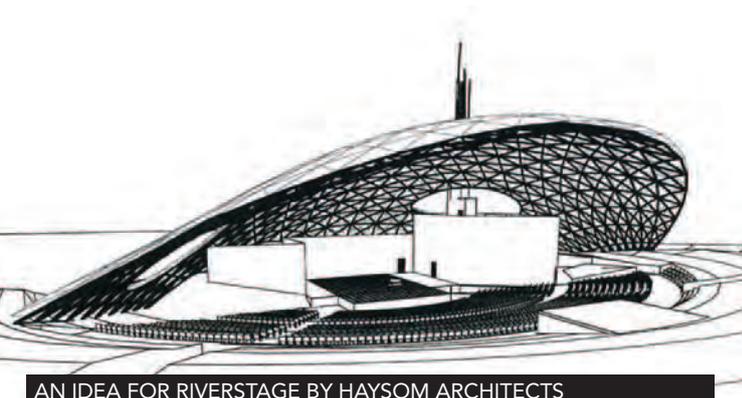


INDICATIVE TIMEFRAMES
(Estimate only - subject to change)

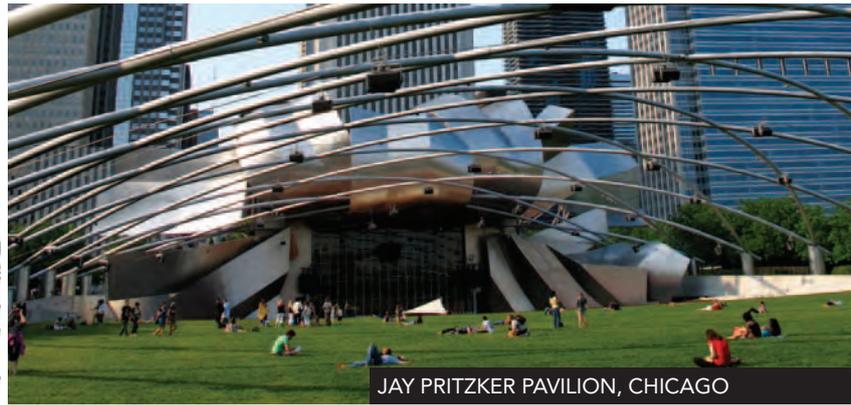


9.1 RIVERSTAGE

The stage is always set for an alfresco performance to enliven the crowds of Brisbane. With an innovative design and unrivalled location the redeveloped Riverstage will become an iconic events space and activity hub, accommodating a greater number of people than ever before. The new Riverstage will host evening events under the stars and provide an everyday amphitheatre to picnic during the day.

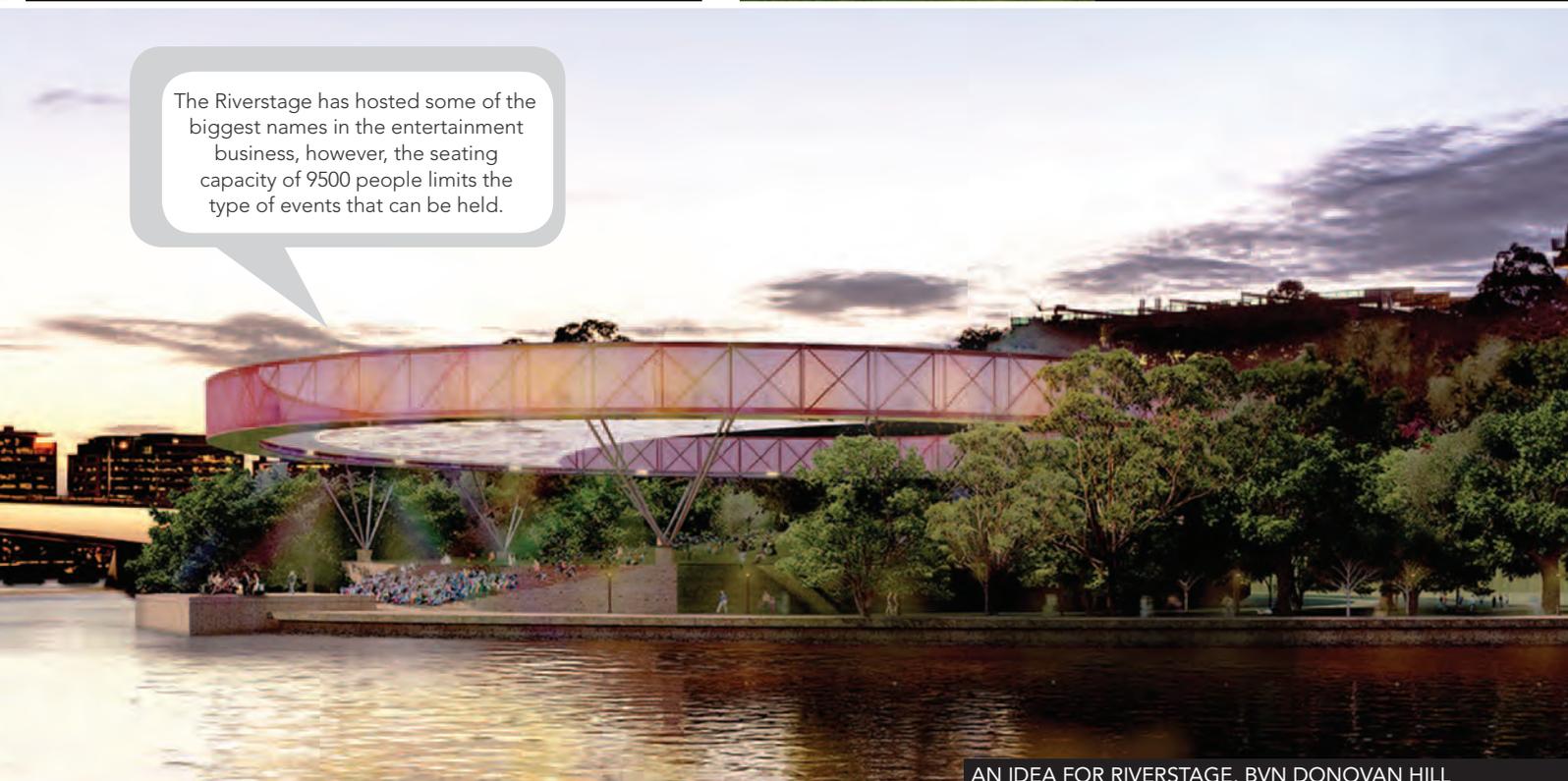


AN IDEA FOR RIVERSTAGE BY HAYSOM ARCHITECTS



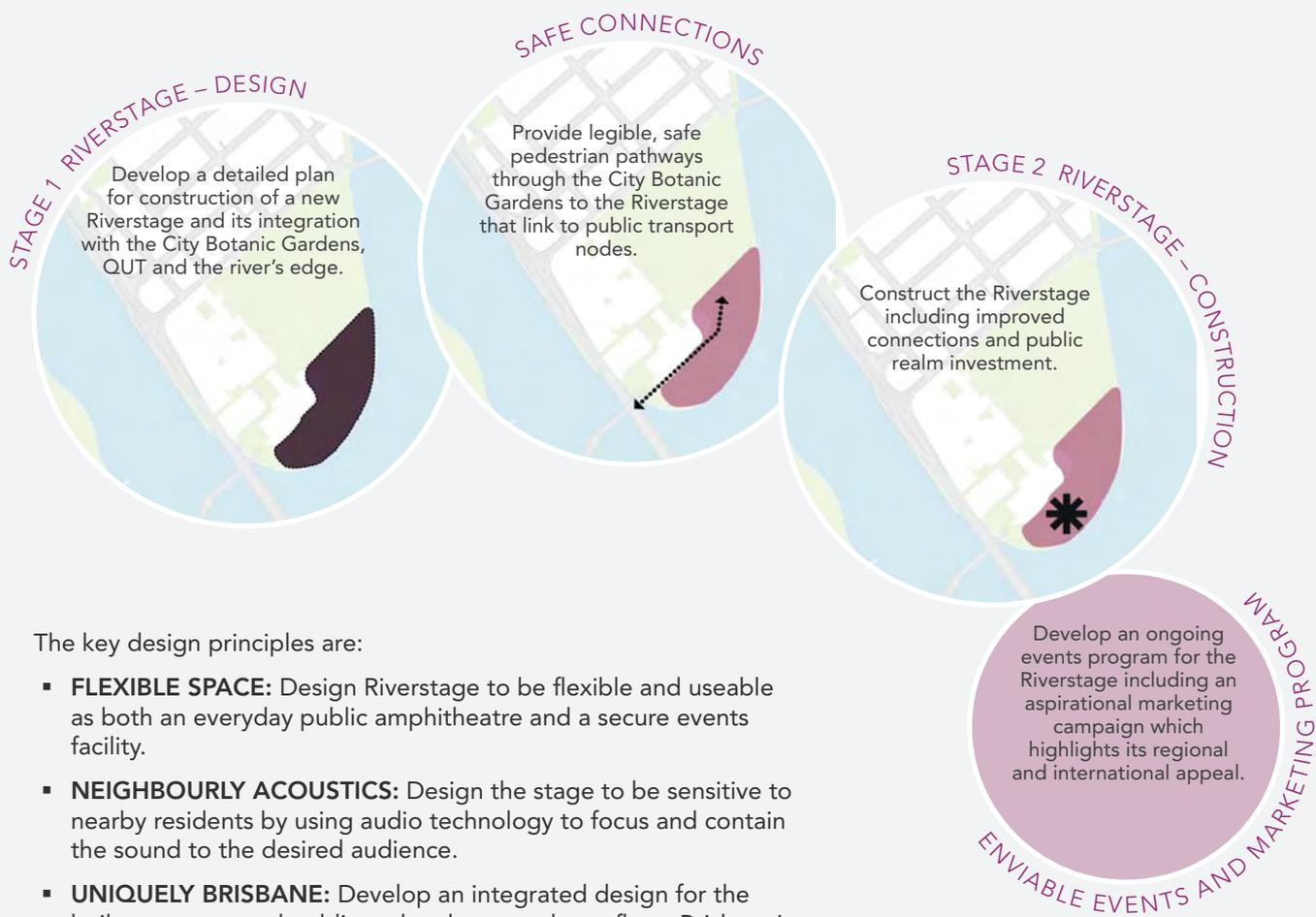
JAY PRITZKER PAVILION, CHICAGO

The Riverstage has hosted some of the biggest names in the entertainment business, however, the seating capacity of 9500 people limits the type of events that can be held.



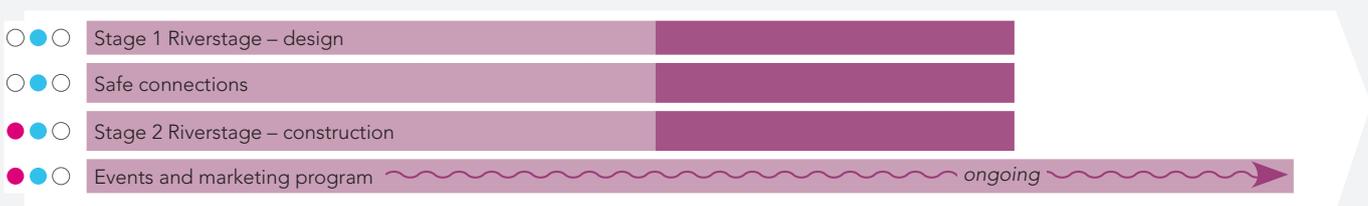
AN IDEA FOR RIVERSTAGE, BVN DONOVAN HILL

STEPS TO DELIVERING THE VISION



The key design principles are:

- **FLEXIBLE SPACE:** Design Riverstage to be flexible and useable as both an everyday public amphitheatre and a secure events facility.
- **NEIGHBOURLY ACOUSTICS:** Design the stage to be sensitive to nearby residents by using audio technology to focus and contain the sound to the desired audience.
- **UNIQUELY BRISBANE:** Develop an integrated design for the built structures and public realm elements that reflects Brisbane's architectural character, embodies our outdoor lifestyle, embraces the riverfront and makes a bold statement on the world stage.
- **SAFE CONNECTIONS:** Identify opportunities to provide casual dining and activation to ensure safe links between Goodwill Bridge, QUT and the City Botanic Gardens.



- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation



9.2 VIBRANT CITY PROGRAM

Exciting opportunities to celebrate and engage with our city will be around every corner – in parks and small spaces, along streets and laneways, within buildings and beside the river. Whether for a large festival program or small, pop-up activations it will be easy to host your own event and activate our city centre. Council's Vibrant City program will empower the community to enliven these spaces to create a dynamic city that's switched on 24 hours a day, 7 days a week.



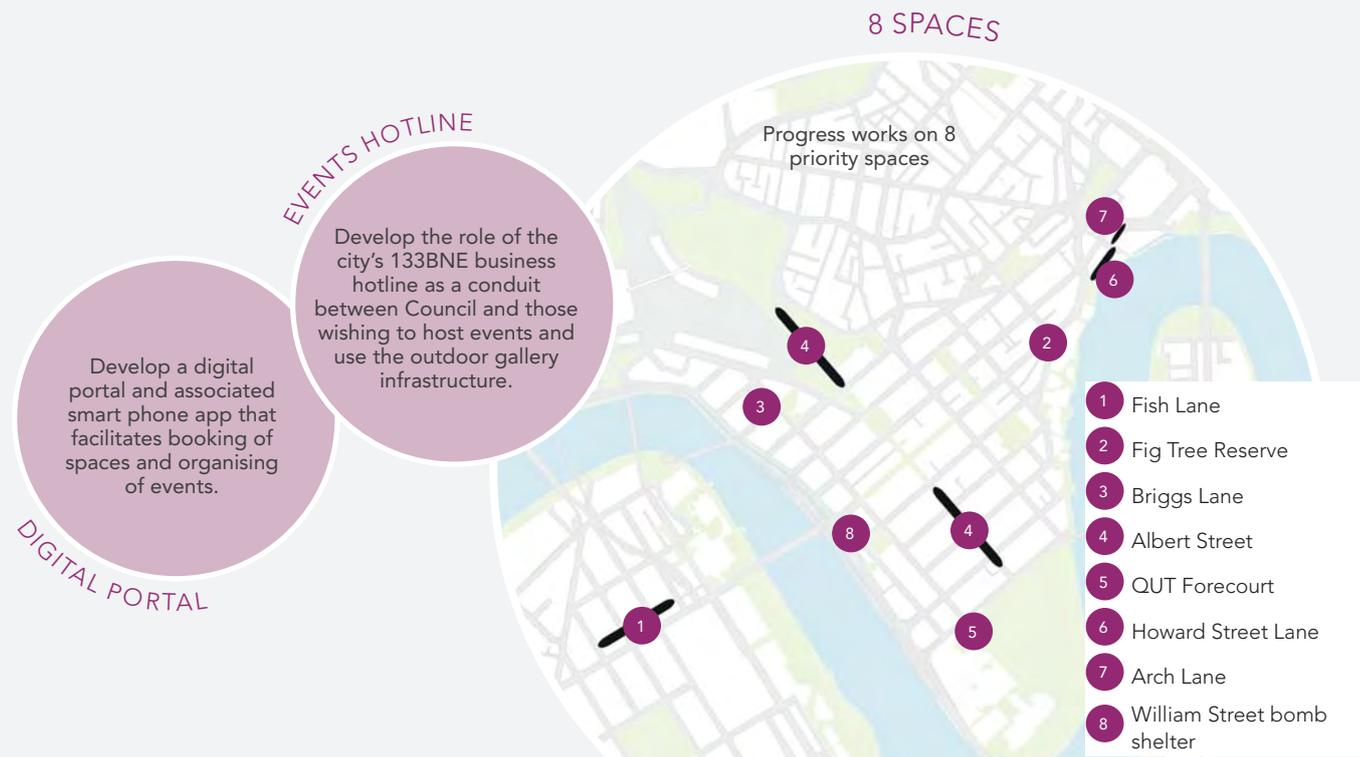
AN IDEA FOR CITY BOTANIC GARDENS BY BRISBANE CITY COUNCIL

2.5 million investment has kick-started a rapid revitalisation of Burnett Lane resulting in a 60% increase in foot traffic (2008-12), and a number of new restaurants/bars and businesses.



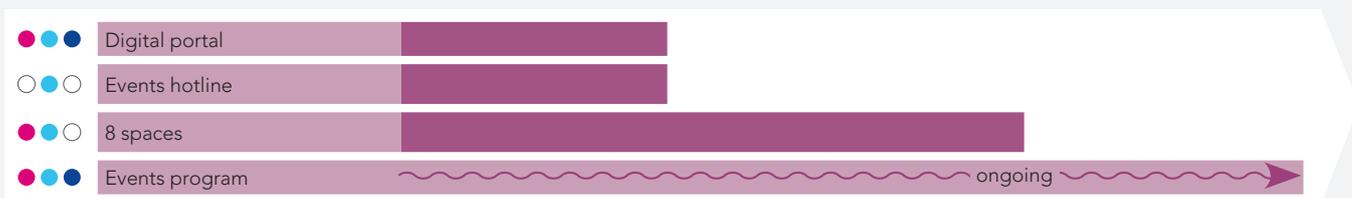
ALBERT STREET PICNIC, IDEAS FIESTA, 2013

STEPS TO DELIVERING THE VISION



The key design principles are:

- **ENABLE:** Establish an enabling framework that facilitates lighter, quicker, cheaper activities across the city, and removes red tape, making it easier for everyone to get involved.
- **EVENT-READY:** Deliver base infrastructure to laneways, small spaces, parks and other places to get them ready for use.
- **EMPOWERING CREATIVE COLLABORATION:** To nurture a city that delights the senses and buzzes with activity, we will support the adaptive reuse of under-utilised city spaces.
- **PROGRAMMING AND COLLABORATION:** Work with the private sector and community to facilitate an ongoing program of art, performance and events.



- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation

New York City earned its nickname 'the city that never sleeps' because there are always parts of the city to discover at any time of the day or night – well lit streets play a big role in the cultivation of its nightlife.



111 EAGLE STREET, BRISBANE

9.3 CITY OF LIGHTS

When night falls a myriad of lights will welcome people into the city to dine, shop and celebrate. We will be out in the city all night as the streets stay open, full of life and adventure. Our buildings, bridges and natural features will be on show as a canvas for our creativity.



LANTERN INSTALLATION, BURNETT LANE, BRISBANE

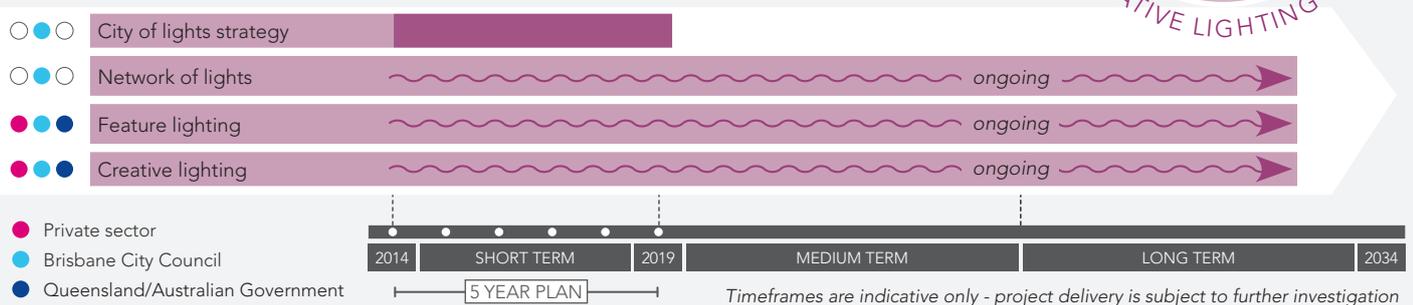


WILLIAM JOLLY BRIDGE, BRISBANE

The key design principles are:

- **SAFETY THROUGH DESIGN:** Create a well-lit public realm that people will want to inhabit into the night.
- **LIGHTING FOR OCCASION:** Engage artists to curate feature lighting and projections in the city during festival and event times.
- **A RENEWABLE FUTURE:** Use the city centre as a model for transitioning urban energy consumption towards more sustainable and responsible energy use.

STEPS TO DELIVERING THE VISION





"Looks like a lot of fun for big and little kids"
 – Community feedback during Ideas Fiesta (Facebook)



AN IDEA FOR ARCH LANE BY BRISBANE CITY COUNCIL

9.4 A CITY AT PLAY

The city centre will offer more than just a 9-5 workplace, creating places to gather, play and enjoy life around the clock. It will be a playground where people of all ages come to have fun. The parks and public places will offer innovative, interactive and constantly changing experiences that make the most of our subtropical climate.

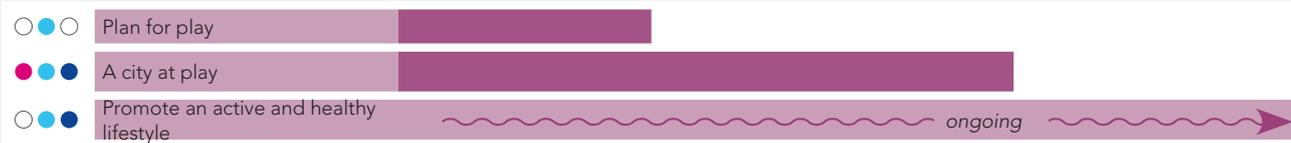


AN IDEA FOR QUEENS WHARF BY BRISBANE CITY COUNCIL

The key design principles are:

- **PLAYING ALLOWED:** Build opportunities for both children and adults to play in the city centre and encourage discovery and engagement with our natural assets.
- **INCLUSIVENESS:** Provide for all-abilities access and play spaces.
- **ACTIVE RECREATION:** Identify areas in existing parks and under-utilised urban spaces that can be used for outdoor sport and exercise zones.
- **PART OF THE WATER STORY:** Create engaging opportunities for river and water-based recreation and play that will foster our identity as a river city.

STEPS TO DELIVERING THE VISION



- Private sector
- Brisbane City Council
- Queensland/Australian Government

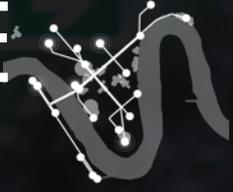


Timeframes are indicative only - project delivery is subject to further investigation

10

CITY-MAKING MOVES

A CREATIVE ECONOMY



Our city centre will become an economic incubator, a meeting place of creative industries and a hub for the knowledge economy. We will invest in spaces and technology that will empower the next generation of businesses and creative professionals. Bringing together new ideas, inspiration and innovation, our city centre will lead Brisbane's entire economy into the future.

CITY-MAKING PROJECTS:

10.1 Digital city

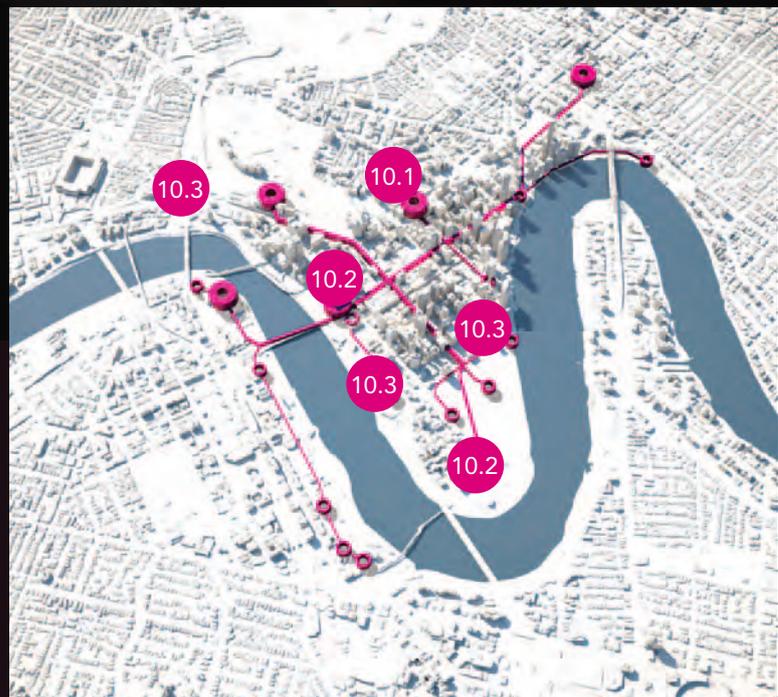
10.3 Cultural quarters

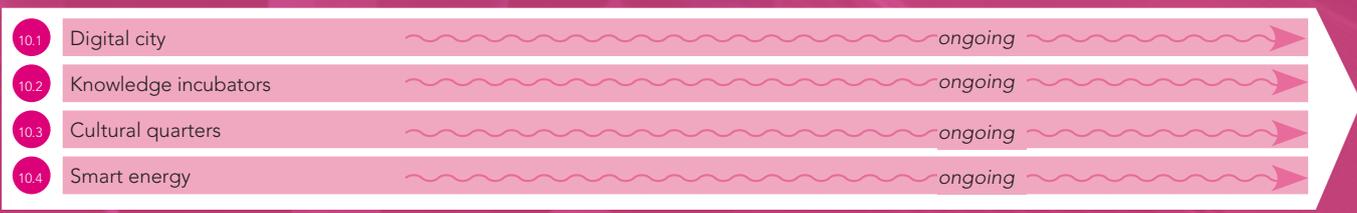
10.2 Knowledge incubators

10.4 Smart energy

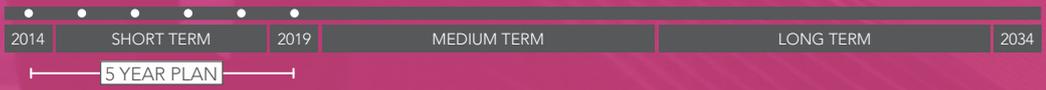
Other projects that support the 'creative economy' move and are delivered as part of other city-making moves include:

- Roma Street cultural facility (refer pg 146)
- Valley Heart (refer pg 144)
- Howard Smith Wharves (refer pg 102)





INDICATIVE TIMEFRAMES
(Estimate only - subject to change)



10.1 DIGITAL CITY

The city centre will be embedded with the latest digital technologies, ensuring up-to-date information is at our fingertips to provide a competitive edge. People will be informed and connected, fostering an open, innovative and entrepreneurial community. Our digital embrace will allow us to explore new approaches and realise opportunities to interact with people, places and ideas. We must always be changing, growing and evolving.



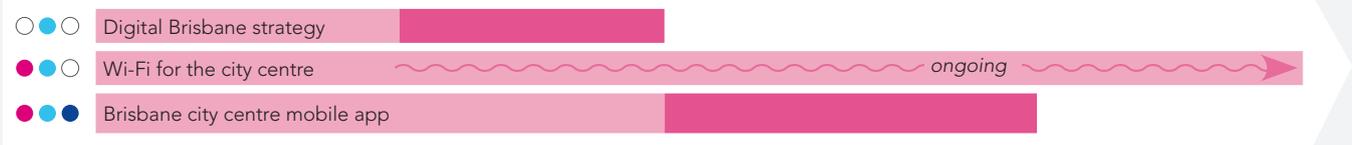
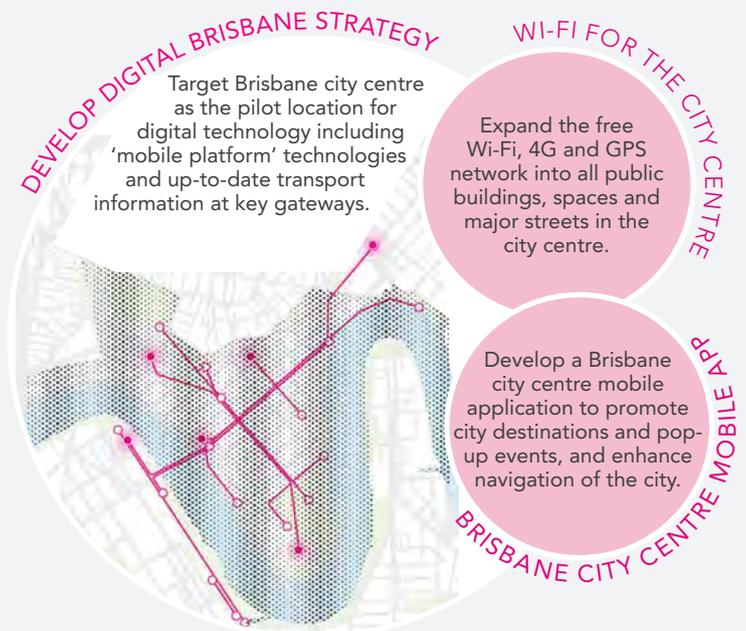
By 2012, 60% of Australians had mobile smart devices and phones, 20% had tablets and 65% were using social media.
 – PWC – Outlook Australian Entertainment and Media 2012-2016

AN IDEA FOR DIGITAL INFORMATION PILLARS BY BRISBANE CITY COUNCIL

The key design principles are:

- **PUBLIC SPACES THAT CONNECT ON ALL LEVELS:** Transform key public spaces and buildings as digital information hubs that create opportunities to share and showcase ideas.
- **OPEN ACCESS TO INFORMATION:** Make it easy for locals and visitors to find out about information, places and events in the city centre.

STEPS TO DELIVERING THE VISION



- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation



10.2 KNOWLEDGE INCUBATORS

Brisbane’s inner city is a fertile ground for new ideas, products and services. We will facilitate small, flexible and affordable business spaces to encourage entrepreneurs and start-ups to occupy our laneways, heritage buildings and new developments. We will develop flourishing links between research centres, educational institutions and small business to attract creative thinkers and skilled workers.

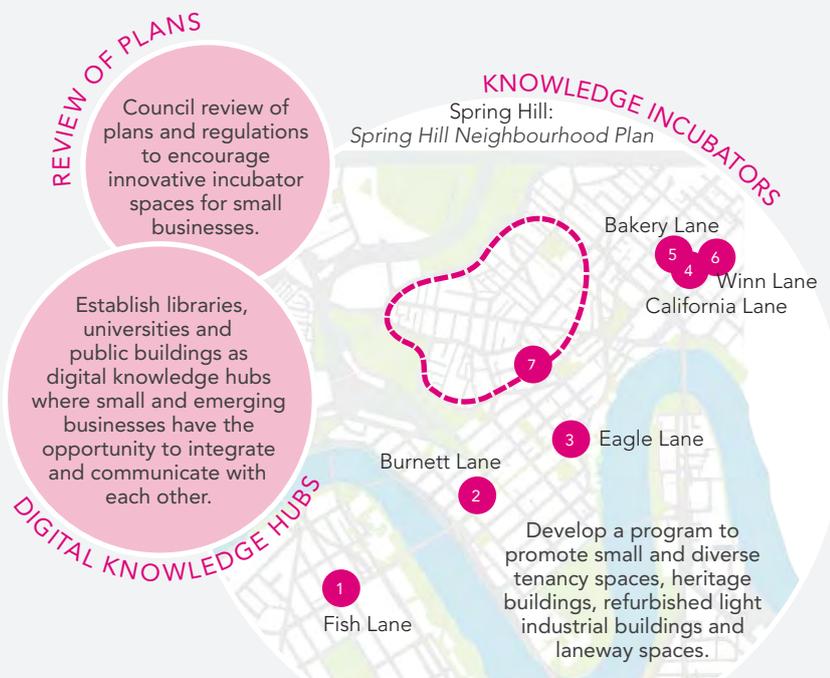


AN IDEA FOR BAKERY LANE BY AMC DEVELOPMENT

The key design principles are:

- **PROVIDE DIVERSE TENANCY SPACES IN NEW DEVELOPMENT:** Seek new developments to provide small, flexible business spaces.
- **ADAPTIVE RE-USE OF HERITAGE BUILDINGS AND LANEWAYS:** Unlock the use of heritage buildings and small spaces in laneways for new and emerging businesses.
- **STRENGTHEN THE KNOWLEDGE ECONOMY THROUGH CO-LOCATION:** Promote and encourage clusters of small, flexible business spaces to establish in and around digital library hubs and educational and research institutions.

STEPS TO DELIVERING THE VISION



- Private sector
- Brisbane City Council
- Queensland/Australian Government

2014	SHORT TERM	2019	MEDIUM TERM	LONG TERM	2034
------	------------	------	-------------	-----------	------

5 YEAR PLAN

Timeframes are indicative only - project delivery is subject to further investigation



Employment growth in the creative and cultural industries is more than double that of the rest of the Australian economy between 1996 and 2006 (4.5% compared to 1.75%).



A complex creative economy requires supportive resource and knowledge hubs connected together to increase the flow of people and ideas.
 – Creative Brisbane – Creative Economy 2013-22

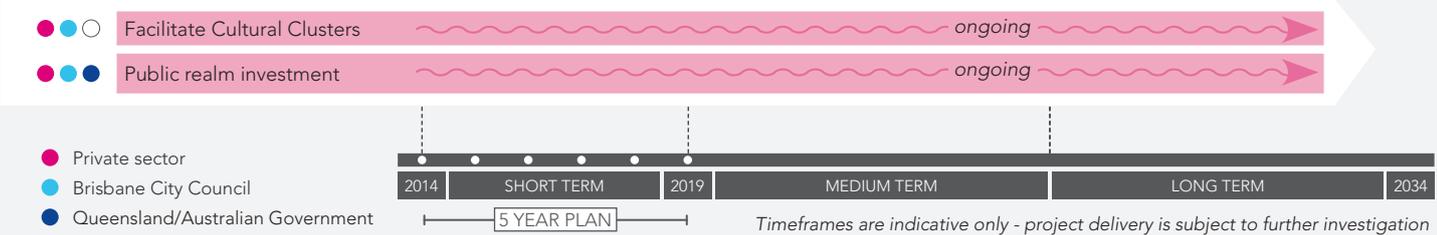
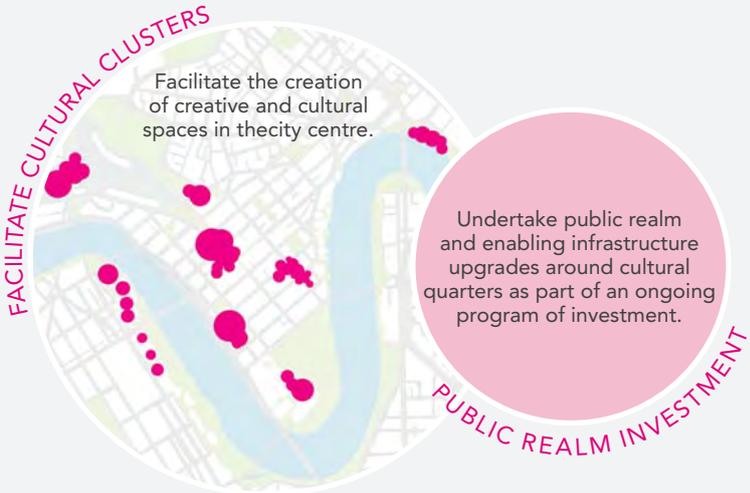
10.3 CULTURAL QUARTERS

Creativity and culture will find a home in our city centre. We will transform clusters of under-used heritage buildings and spaces into cultural quarters, featuring creative industries, restaurants and cultural venues. These cultural hubs will inspire locals and visitors to explore and experience our city. The combination of world-class cultural facilities and street-based culture will give the city a competitive edge in attracting tourism and a highly skilled workforce.

The key design principles are:

- **SHOWCASE CULTURAL HERITAGE:** Revitalise heritage buildings and spaces as cultural venues, restaurants, boutique retail and creative industries premises.
- **FLEXIBLE, PROGRAMMED PUBLIC SPACES:** Upgrade public realm in and around buildings to provide adaptable spaces for temporary events.
- **UNIQUE CULTURAL IDENTITY:** Identify and express the unique identity of each cluster through both temporary and permanent art and lighting installations.

STEPS TO DELIVERING THE VISION



Timeframes are indicative only - project delivery is subject to further investigation

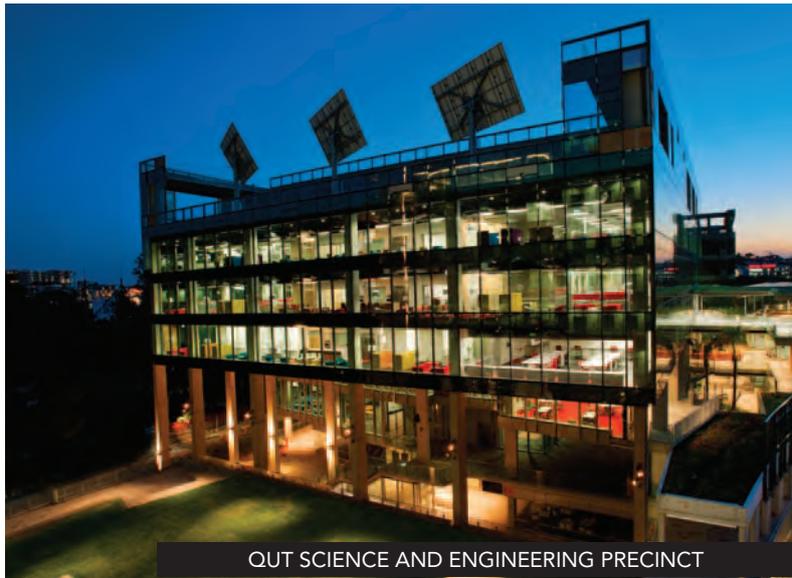


Brisbane is leading all Australian capital cities in green star ratings. 30% of Brisbane's CBD office space is green star certified compared to a 20% national average



10.4 SMART ENERGY

Our city centre will continue to showcase smart energy technology and transition to a sustainable future. Low-energy buildings, efficient transport systems and the latest technologies will reduce long-term pressure on energy infrastructure and expenditure. We will promote energy efficiency to support business growth, maintain our competitive edge and build a resilient economy.



QUT SCIENCE AND ENGINEERING PRECINCT

The key design principles are:

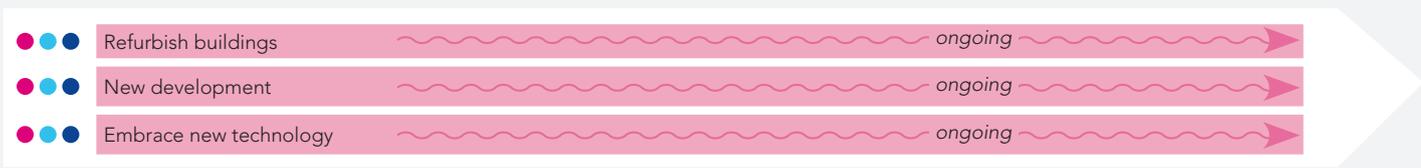
- **SUBTROPICAL DESIGN:** Developments are designed to take advantage of Brisbane's subtropical climate, and reduce the need for mechanical heating, cooling and lighting.
- **SMART MANAGEMENT OF ENERGY ASSETS:** Optimise the use of energy assets through shifting energy consumption to off-peak, and considering storage opportunities.
- **UPGRADE EXISTING BUILDINGS:** Investigate incentives and other approaches to support the upgrade of existing buildings to improve energy efficiency and reduce business operating costs.
- **CLEAN AND RENEWABLE ENERGY:** Encourage the use of energy efficiency and renewable technologies and clean local generation for existing and new buildings.

STEPS TO DELIVERING THE VISION

REFURBISH BUILDINGS
Encourage the refurbishment of existing buildings to achieve high energy ratings and investigate the use of Environmental Upgrade Agreements.

NEW DEVELOPMENT
New development to adopt climate-responsive design, include clean and renewable energy technology and achieve high energy ratings.

EMBRACE NEW TECHNOLOGY
Continue to investigate new energy technologies for the city centre including electric car infrastructure.



- Private sector
- Brisbane City Council
- Queensland/Australian Government



Timeframes are indicative only - project delivery is subject to further investigation

A CALL TO ACTION

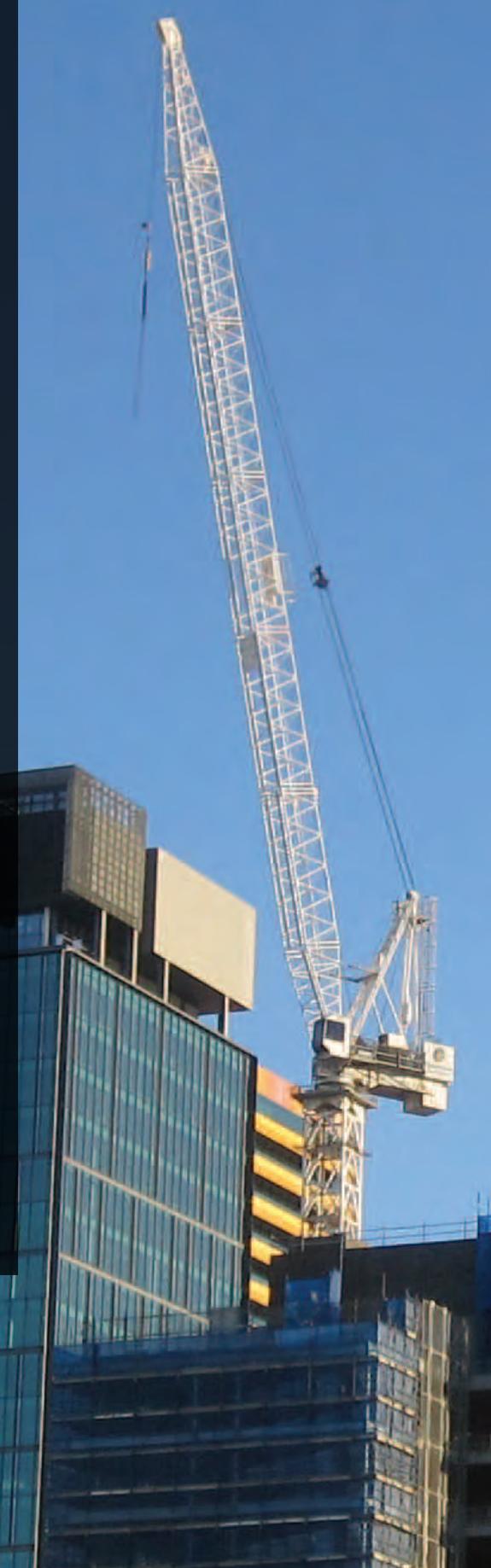
Actions speak louder than words. The 2006 master plan was the catalyst for the delivery of a suite of projects that have stimulated a period of ongoing change and transformation in our city centre. These changes have been fundamental in attracting investment, facilitating private sector growth and moving towards a thriving and unique urban heart. While we have achieved a great deal since 2006, there is still a lot of work to do to realise our immense potential. Our city centre has grown and matured – and so have our ambitions.

This *Brisbane City Centre Master Plan 2014* has been prepared to help build on past successes and to take the next step towards our aspirational vision for a city that is OPEN in every sense.

Establishing clear short-term priorities for the implementation of this master plan will be essential to its success. Effective delivery requires a collaborative approach between the public and private sectors. Clarity around the priority projects and initiatives will assist in coordinating and catalysing private sector developments and investments.

The five-year implementation plan outlined on the following pages identifies:

- priority projects for short-term delivery to unlock and realise the potential of our city centre
- supporting projects and ongoing initiatives to facilitate investment in the city centre.



TION PLAN



AN IMPRESSIVE TRACK RECORD

Brisbane's transformation into a New World City hasn't happened overnight. It has involved an ongoing commitment to invest in and celebrate our city, our lifestyle and our culture. World Expo 88 marked a coming of age, placing our city on the world stage and changing the way people thought about Brisbane. Twenty-five years later, we now have an impressive track record of delivering transformative city-making projects.

This timeline outlines the projects and events that have influenced and shaped our city centre to make it what it is today and sets the scene for the exciting changes that lie ahead.

FOOTPATH DINING INTRODUCED



SOUTH BANK PARKLANDS OPENED



CITYCAT SERVICES LAUNCHED



GOMA OPENED



GOODWILL BRIDGE OPENED



LAW CHANGES ENABLE FOOTPATH DINING

THE MYER CENTRE OPENED

SOUTH BANK CORPORATION FORMED

URBAN RENEWAL TASKFORCE FORMED

SOUTH BANK PARKLANDS OPENED

BRISBANE CONVENTION CENTRE OPENED

FIRST BIENNIAL RIVER FESTIVAL

CITYCAT SERVICES LAUNCHED

QUEEN STREET MALL REFURBISHMENT

BRISBANE POWERHOUSE REDEVELOPMENT

ROMA STREET PARKLAND OPENED

GOODWILL BRIDGE OPENED

SOUTH EAST BUS DEVELOPMENT

INNER CITY-BYPASS OPENED

FLOATING RIVERMALK BUILT

GALLERY OF MODERN ART (GOMA) OPENED

ENTERTAINMENT DESIGNATED

FORTITUDE VALLEY PRECINCT

1988

1990

1992

1994

1996

1998

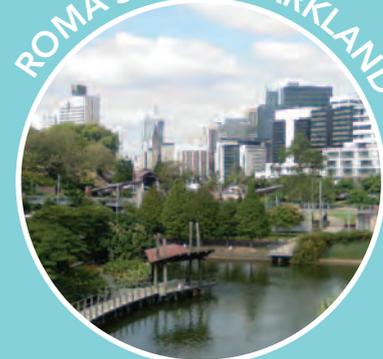
2000

2002

2004

2006

ROMA STREET PARKLAND OPENED



MASTER PLAN IMPLEMENTATION: A FIVE-YEAR PLAN

In collaboration with key stakeholders and the community, the *Brisbane City Centre Master Plan 2014* has been prepared to guide the transformation of our city centre over the next 20 years. To drive delivery in the short term and catalyse investment, the implementation plan will focus on the next five years.

The master plan identifies a range of deliverables within the short term, including priority projects as well as smaller and ongoing initiatives. These projects and initiatives cover many of the city-making moves, however, there will be a focus on our river and its bridges, and our city boulevards and inner-city connections.

The implementation plan highlights six priority projects that represent the best opportunities to drive the transformation of our city centre in the short term. These will be supported by a range of other ongoing projects and initiatives that will be implemented by Council. The implementation plan will be reviewed on a regular basis.

EMBRACING OUR RIVER AND ITS EDGE



We are a river city. However, we still have a significant way to go towards realising this potential in the city centre. Strategic investment in the spaces, promenades and facilities that line the banks of our river will unlock our greatest geographical and amenity asset.

CONNECTING OUR GROWING CITY CENTRE



Our city centre is a place where people connect. Investment in the strategic linkages to surrounding inner-city precincts will stimulate the growth of our city centre. Ongoing investment in key streets and spaces will attract investment and act as a key enabler of change. The major focus is on transforming our city centre streets into high-quality city boulevards that improve active and public transport while establishing a first-class public realm.

UNLOCKING FUTURE POTENTIAL

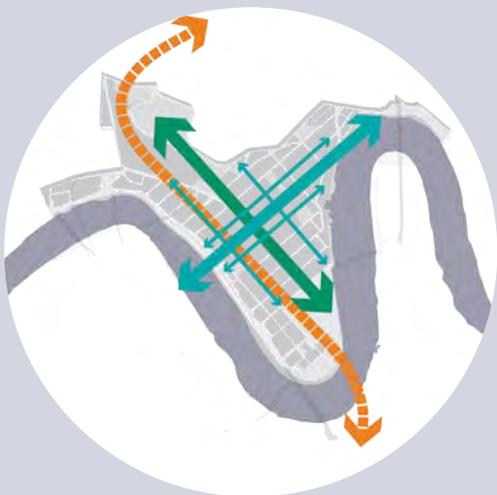


The city centre is the heart of our capital. Many of the initiatives presented in the master plan involve progressive delivery over longer timeframes to unlock latent potential for the growth, development and activation of our city centre. To stimulate strategic development and capture investment opportunities, the master plan proposes a range of smaller and ongoing initiatives that will facilitate development, deliver long-term outcomes and enable business and the community transform our city centre.



PRIORITY PROJECTS

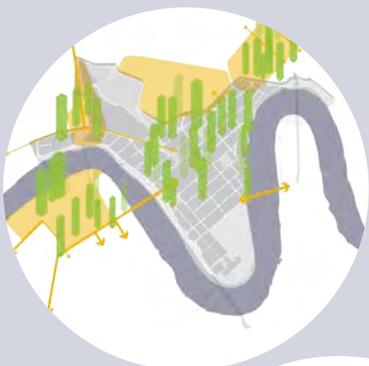
- 1.1 HOWARD SMITH WHARVES
- 1.2 QUEENS WHARF AND WILLIAM STREET PRECINCT
- 2.1 KANGAROO POINT BRIDGE



- 3.2 EDWARD STREET
- 4.1 ALBERT STREET
- 6.1 GOING UNDERGROUND

SUPPORTING PROJECTS & INITIATIVES

- 3.1 QUEEN STREET
- 3.3 ADELAIDE STREET



- 6.2 CITYGLIDER NETWORK
- 7.3 KURILPA
- 7.4 SPRING HILL
- 8.1 STRATEGIC DEVELOPMENT SITES



- 8.2 NEIGHBOURHOOD PLAN & DESIGN COMPENDIUM
- 8.3 SUBTROPICAL HERITAGE LOOP
- 9.2 VIBRANT CITY PROGRAM
- 9.4 CITY AT PLAY
- 10.1 DIGITAL CITY

THE FIRST FIVE YEARS:

PRIORITY PROJECTS

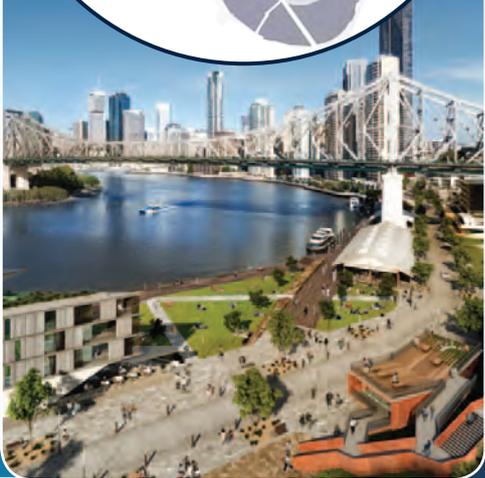
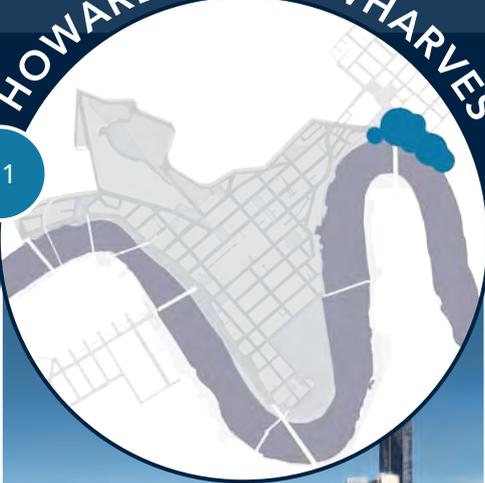
The *Brisbane City Centre Master Plan 2014* will kick-start the transformation of our city centre through the delivery of six priority projects. These projects will commence during the next five years to revitalise our city streets and riverfront precincts and better connect inner-city neighbourhoods. Key to delivering the master plan vision and strategies, these projects also offer value for money and will unlock significant private investment.

176

HOWARD SMITH WHARVES

1.1

A RIVER LIFESTYLE



CITY BRIDGES

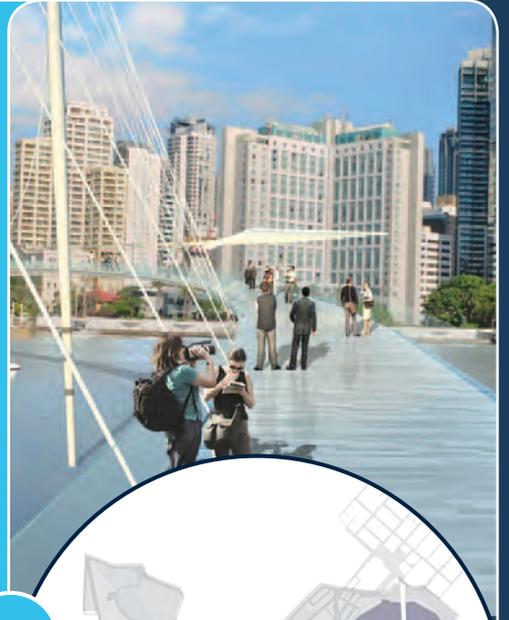
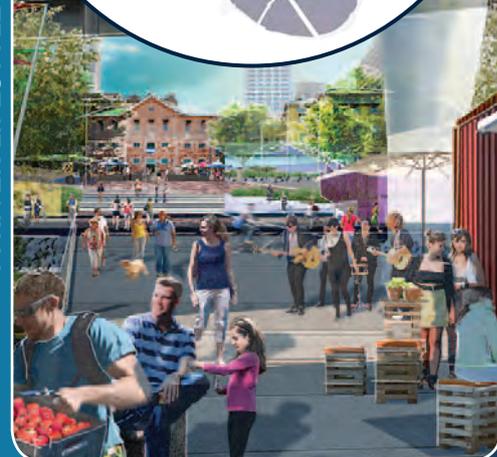
2.1

KANGAROO POINT BRIDGE

QUEENS WHARF & WILLIAM STREET PRECINCT

1.2

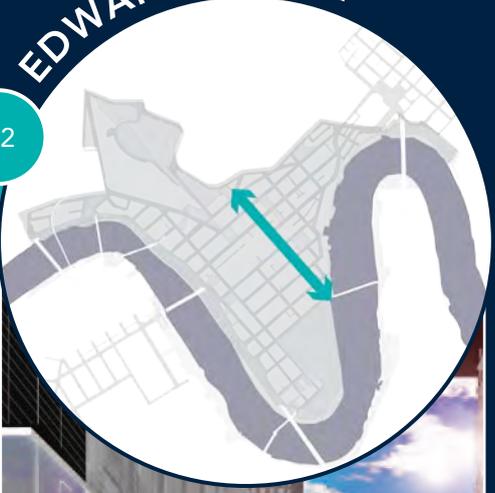
A RIVER LIFESTYLE



CITY BOULEVARDS

3.2

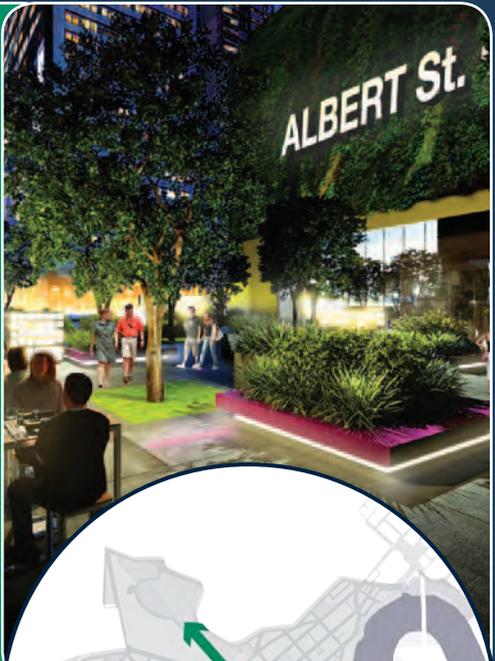
EDWARD STREET



A GREEN SPINE

4.1

ALBERT STREET



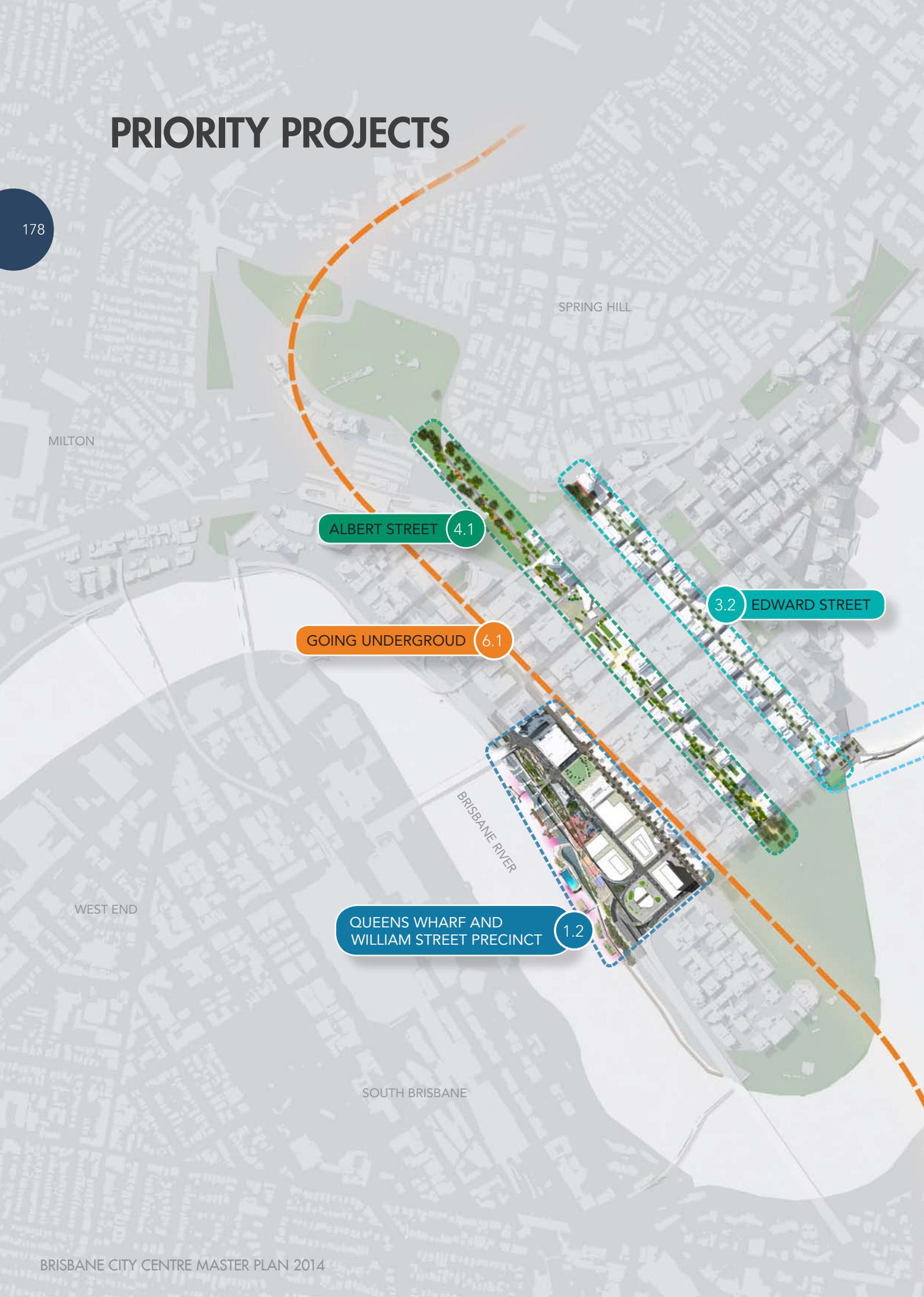
6.1

GOING UNDERGROUND

TRANSIT CITY



PRIORITY PROJECTS



SPRING HILL

MILTON

ALBERT STREET 4.1

GOING UNDERGROUD 6.1

3.2 EDWARD STREET

BRISBANE RIVER

WEST END

QUEENS WHARF AND WILLIAM STREET PRECINCT 1.2

SOUTH BRISBANE

FORTITUDE VALLEY

1.1 HOWARD SMITH WHARVES

1.1 HOWARD SMITH WHARVES



Howard Smith Wharves will be a world-class, river's edge destination offering an authentic experience of our river city – our natural assets, our heritage and our outdoor lifestyle (refer page 102).

1.2 QUEENS WHARF AND WILLIAM STREET PRECINCT



Brisbane's newest strategic redevelopment precinct will reconnect us with our river and early history whilst temporary events and new recreation opportunities will provide an ever-changing experience, bringing new life to this part of the city (refer page 104).

2.1 KANGAROO POINT BRIDGE



Kangaroo Point Bridge will unlock convenient pedestrian and cyclist access to the city across an elegant and light-weight structure that will complement our skyline and touch lightly on the river's edge (refer page 110).

3.2 EDWARD STREET



Edward Street will be transformed into a world-class retail environment with improved footpaths, tree-lined streets and beautiful buildings to support its establishment as Brisbane's home for international luxury brands (refer page 118).

4.1 ALBERT STREET



Albert Street will become Brisbane's leafy green spine, connecting our city centre parks along a linear link that embodies our subtropical climate and outdoor lifestyle (refer page 124).

6.1 GOING UNDERGROUND



The Underground Bus and Train will almost double the daily passenger capacity of Brisbane's rail and bus network, provide a world-class transit experience and be complemented by other initiatives to increase capacity in the city's bus network. (refer page 138).

NOTE: Concepts shown are preliminary ideas prepared as part of the Ideas Fiesta and are subject to detailed planning and investigations.

2.1 KANGAROO POINT BRIDGE

KANGAROO POINT

WOOLLOONGABBA



Brisbane City Centre Master Plan 2014:

ACKNOWLEDGEMENTS

The *Brisbane City Centre Master Plan 2014* is a product of collaborative effort involving a wide range of design teams, technical experts, stakeholders and the broader community. Brisbane City Council thanks the following groups, organisations and businesses for their invaluable inputs and insights in helping to shape the future direction of our city centre.



Dedicated to a better Brisbane

CCMP LEAD CONSULTANT:

- Urbis

SUPPORTING CCMP CONSULTANT TEAM:

- Lat27
- BVN Donovan Hill
- Gyte Consulting International (GCI)

CONTRIBUTING FIRMS:

- AECOM Australia Pty. Ltd.
- AMC Developments
- Archipelago Architects
- Architectus
- Arkhefield
- Aspect Studios
- Bureau Proberts
- Conrad Gargett Riddell
- Cox Rayner Architects
- Hassell Limited
- Haysom Architects
- Kevin Hayes Architects
- Owen and Vokes and Peters
- Place Design Group
- Richard Kirk Architect
- Stocklands
- Tract Consultants
- Urban Art Projects
- Urban Circus

KEY STAKEHOLDER ORGANISATIONS:

- Australian Institute of Architects (AIA)
- Brisbane Development Association (BDA)
- Brisbane Marketing
- PedBikeTrans
- Property Leaders Brisbane
- Property Council of Australia (PCA)
- PSA Consulting Australia
- Queensland Government
- Queensland University of Technology (QUT)
- QLD FutureNet
- The University of Queensland (UQ)
- Tourism and Transport Forum (TTF)
- Urban Design Alliance (UDAL)
- U.R{BNE} Collective



To have this information translated, call 131 450 and ask to speak to Brisbane City Council on 07 3403 8888.

Chinese:

可透過致電 131 450 並要求與布里斯本市政廳（電話號碼：07 3403 8888）通話，將本資訊譯成中文。

Vietnamese:

Tin tức này có thể được dịch sang tiếng Việt bằng cách gọi số 131 450 và xin được nói chuyện với Hội Đồng Thành Phố Brisbane qua số 07 3403 8888.

Arabic:

يمكن ترجمة هذه المعلومات إلى اللغة العربية بالاتصال بالرقم 131 450 وطلب التحدث إلى مجلس مدينة بريزبن على الرقم 07 3403 8888.

Korean:

본 정보는 한국어로 번역가능합니다. 한국어 번역을 원하시면 131 450 번으로 전화하시거나 브리스번 시청에 07 3403 8888 번으로 연락해주십시오.

