BRISBANE CITY CENTRE MASTER PLAN 2014

A VISION FOR OUR OPEN CITY

brisbane
australia's new world city

Dedicated to a better Brisbane
PART A: MASTER PLAN SETS OUT THE VISION AND FIVE STRATEGIES THAT WILL SHAPE THE FUTURE DIRECTION OF OUR CITY CENTRE
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.**
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.
Where people connect

Boundless opportunity

Leafy outdoor lifestyle

Buildings that breathe

A stage for urban life

Where people connect
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.

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.

10.2 Review by-laws and planning guidance to unlock and promote locations as knowledge incubators for small business and creative enterprise in the city centre.

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BRISBANE CITY CENTRE MASTER PLAN 2014
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.
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.

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.

PROJECTS - refer project timings and responsibilities in Part B

21 Deliver Kangaroo Point Bridge and arrival plaza in City Botanic Gardens.
22 Improve pedestrian amenity and priority across Victoria Bridge.
61 Deliver a new Underground Bus and Train station near the southern end of George Street.
51 Support the redevelopment of Central Station.
52 Support the redevelopment of Roma Street Station and upgrade streetscape.
71 Facilitate renewal of Valley Heart and Centenary Place.
72 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.
Legend

- Major arrival gateway – transit interchange
- Peninsular gateway precinct
- Minor arrival gateway – river arrival and crossing
- 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.

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.

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.

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.

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

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

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.

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

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.

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

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

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

Legend
- Red: Retail
- Blue: Entertainment/dining
- Pink: Recreation/dining/entertainment
- Yellow: Culture/dining
- Green: Recreation
- Grey: Reference to project in Part B

1.1 Reference to project in Part B
**Retail streets projects**

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

3.1 **Queen Street**: extend our retail heart.

4.1 **Albert Street**: connect our parks to one another.

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.
Our city centre is connected to places of employment, culture, education and research. A connected inner city.

Projects - refer project timings and responsibilities in Part B.

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.

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.

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.

1.1 Culture
1.2 Leisure and lifestyle
1.3 Recreation and adventure
1.4 Photo opportunities
1.5 Events
1.6 Stay
1.7 Reference to project in Part B

4.1 Dine on the River
Sit on our river’s edge and dine in our world class restaurants at City Reach.

4.2 Views of the City
Climb the Windmill in the Wickham Parklands.

4.3 City of Lights
Experience the Queen Street Mall and other city spaces and buildings lit up of an evening.

5.1 River Pool
Swim in our floating pool and explore the city’s first landing point at Queens Wharf.

5.2 Riverstage
Experience an outdoor concert in our new Riverstage.

6.1 Tourist Boat Marina
Take a tour of the Brisbane River after climbing the cliffs at our historic Howard Smith Wharves waterfront.

8.1 City of Lights
Experience the Queen Street Mall and other city spaces and buildings lit up of an evening.

8.3 Laneways in the Valley
Explore Brisbane’s vibrant laneways in the Valley Heart.

9.1 Riverstage
Experience an outdoor concert in our new Riverstage.

9.2 Laneways in the Valley
Explore Brisbane’s vibrant laneways in the Valley Heart.

9.3 City of Lights
Experience the Queen Street Mall and other city spaces and buildings lit up of an evening.

Legend:
- Culture
- Leisure and lifestyle
- Recreation and adventure
- Photo opportunities
- Events
- Stay
- Reference to project in Part B
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.

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.

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.
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.

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.

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.
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.

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.

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.
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.

**CITY BOULEVARDS**

**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.

**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.

**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.
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.

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.

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.

GEORGE STREET

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 kerb-side allocation for taxi stops and servicing is essential.

Refer to project 3.3 in Part B
Refer to project 3.4 in Part B
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.

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.
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 ‘BREATHERES’

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.

A CLOSE-KNIT CITY CORE

At the core of the city, the street grid will be compact and close-knit. New buildings will open onto, 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.

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.
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

1.1 Reference to project in Part B

Built Form Types

CLOSE-KNIT URBAN CORE:
Built form comprises of ‘street buildings’ with towers above.

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

CITY GATEWAY:
Where the grid meets the river and ridge. Built form is a mix of street buildings and object buildings.

CITY WEST AND PETRIE TERRACE:
Victoria Barracks precinct redevelopment to include refurbishment of building and heritage places.

ROMA STREET:
Potential future development over rail line and busway (indicative only).

CENTENARY PLACE:
Built form creates a new ‘place’ around Centenary Park.

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.

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.

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.
Enable development of small sites
Building form and massing respond to context
Rooftop landscapes and activation
Subtropical outdoor spaces
Improve viability of large office towers
Taller street buildings enable viable floor space and more active facades
Ground floor setbacks increase public realm space at street level
Awnings to respond to context and function, creating more open ground floors
Refurbish existing buildings to improve energy efficiency
Maximise permeability and transparency of ground floor
Urban verandahs promote street activation and characterise street spaces
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.

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.

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.

**Indicative section through street building**

- **Urban Verandah Zone**: Street building height to be determined through contextual analysis
- **Operable edge** including windows, bi-fold doors, louvres and shutters
- **Visual and physical interaction between street buildings and street level activity**
- **Awnings and setbacks** to optimise light and views

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

Creating subtropical spaces
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.

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.

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

**STEP 2: CONTEXTUAL RESPONSE**
Built form adjusted in response to contextual analysis and ‘buildings that breathe’ compendium

**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.
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
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.

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.

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
AN OPEN DOOR
DIVERSE INVITING
DESTINATION PLAYGROUND
SUBTROPICAL WATER PLAY
FAMILY FUN

ANZAC IS NOT MERELY ABOUT LOSS. IT IS ABOUT COURAGE AND ENDURANCE, AND HERITAGE OF LOYALTY AND MATESHIP, AND GOOD HUMOUR, AND THE SURVIVAL OF A SENSE OF SELF-WORTH AND DECENCY IN THE FACE OF DREAMS LOOST.
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.

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.
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.

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).

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:

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

INITIATIVES AND STUDIES

- Develop and deliver a network of event-ready spaces, including performance stages and outdoor gallery infrastructure throughout the city centre.
- Establish a ‘city as a gallery’ program for permanent and temporary art and design installations in collaboration with the creative community, institutions and industry.
- 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.
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 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.

Prioritising 24/7 activity in Brisbane
A variety of types of activation will occur in different parts of the city centre and attract different people.

**Types of Activation**

- Pop-up shops
- Markets and stalls
- Hole-in-the-wall tenancies
- Cafés and bars
- Creative business incubators
- Music
- Theatre
- Dance
- Cinema
- Busking
- 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
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

**Greater Brisbane**
By 2031, 13% of trips to the city centre will originate from greater Brisbane
- Primary mode is RAIL
- Supported by BUS, VEHICLE & BIKE

**Metropolitan Brisbane**
By 2031, 39% of trips to the city centre will originate from metropolitan Brisbane
- Primary modes are BUS & RAIL
- Supported by VEHICLE & BIKE

**City Centre**
We move around the city centre primarily by WALKING, and these trips are set to double by 2031.

**Inner City**
In 2031, 48% of trips to the city centre will originate from the inner city
- Primary mode is BUS
- Supported by RAIL, FERRY, BIKE, FOOT & VEHICLE
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.

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.

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 time-tabling, all-door boarding and off-vehicle ticketing innovations.
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.

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

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

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

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 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.

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 Construct Kangaroo Point Bridge providing a new pedestrian and cycle connection to the city centre.
1.3 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

MAP

- CITY WEST AND PETRIE TERRACE
- ROMA STREET
- VICTORIA BRIDGE
- QUEENS WHARF
- VALLEY HEART AND CENTENARY PLACE
- HOWARD SMITH WHARVES
- CITY REACH
- KANGAROO POINT BRIDGE
- CITY BOTANIC GARDENS
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.

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.

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.
SNAPSHOT

16,427
Total number of attendees

more than 1.2 million
Social media views

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

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.

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.

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

Ideas and Concepts from
1200 Students

17 Community Events
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
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 Hồi Động Thành Phố Brisbane qua số 07 3403 8888.

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

Korean:
본 정보는 한국어로 번역가능합니다. 한국어 번역을 원하시면 131 450 번으로 인화하시거나 브리즈번 시청에 07 3403 8888 번으로 연락해주십시오.