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

Graham Quirk
LORD MAYOR
CITY CENTRE MASTER PLAN 2014 IN BRIEF

1 VISION
5 STRATEGIES
10 CITY-MAKING MOVES
31 TRANSFORMATIVE PROJECTS
# STRATEGIC CONTEXT

<table>
<thead>
<tr>
<th>STRATEGIC CONTEXT</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A New World City</td>
<td>6</td>
</tr>
<tr>
<td>A subtropical city</td>
<td>8</td>
</tr>
<tr>
<td>A river city</td>
<td>10</td>
</tr>
<tr>
<td>Our city centre is growing</td>
<td>12</td>
</tr>
<tr>
<td>The city of our dreams</td>
<td>14</td>
</tr>
</tbody>
</table>

# VISION

<table>
<thead>
<tr>
<th>VISION</th>
<th></th>
</tr>
</thead>
</table>

# STRATEGIES

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>01 Economic development: Boundless opportunity</td>
<td>22</td>
</tr>
<tr>
<td>02 Public realm: Leafy outdoor lifestyle</td>
<td>36</td>
</tr>
<tr>
<td>03 Built form: Buildings that breathe</td>
<td>48</td>
</tr>
<tr>
<td>04 Social and cultural: A stage for urban life</td>
<td>60</td>
</tr>
<tr>
<td>05 Transport: Where people connect</td>
<td>70</td>
</tr>
</tbody>
</table>

# IDEAS FIESTA

| IDEAS FIESTA | |

# PART A: MASTER PLAN

## INTRODUCTION

| INTRODUCTION | 86 |

## CITY-MAKING MOVES

<table>
<thead>
<tr>
<th>CITY-MAKING MOVES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>01 A river lifestyle</td>
<td>100</td>
</tr>
<tr>
<td>02 City bridges</td>
<td>108</td>
</tr>
<tr>
<td>03 City boulevards</td>
<td>114</td>
</tr>
<tr>
<td>04 A green spine</td>
<td>122</td>
</tr>
<tr>
<td>05 Grand arrivals</td>
<td>130</td>
</tr>
<tr>
<td>06 Transit city</td>
<td>136</td>
</tr>
<tr>
<td>07 The inner-city stitch</td>
<td>142</td>
</tr>
<tr>
<td>08 Distinctive architecture</td>
<td>150</td>
</tr>
<tr>
<td>09 24/7 event city</td>
<td>156</td>
</tr>
<tr>
<td>10 A creative economy</td>
<td>164</td>
</tr>
</tbody>
</table>

# PART B: DELIVERY FRAMEWORK

## 5 YEAR IMPLEMENTATION PLAN

| 5 YEAR IMPLEMENTATION PLAN | 170 |
master plan document structure

STRATEGIC CONTEXT

NEW WORLD CITY
SUB-TROPICAL CITY
RIVER CITY

OPEN BRISBANE

VISION

ECONOMIC DEVELOPMENT
PUBLIC REALM
BUILT FORM
SOCIAL AND CULTURAL
TRANSPORT

5 STRATEGIES

5 STRATEGIES

PROJECT & INITIATIVES

CITYMAKING MOVES

PART A: MASTER PLAN
19 SUB-STRATEGIES

IDEAS FIESTA

3 WEEK LONG IDEAS FIESTA
17 COMMUNITY EVENTS
10 INDUSTRY FORUMS & WORKSHOPS

1.2 MILLION SOCIAL MEDIA VIEWS
1200 STUDENTS CONTRIBUTED IDEAS & CONCEPTS

3 TRANSFORMATIVE AREAS

PART B: DELIVERY FRAMEWORK
1.2 MILLION SOCIAL MEDIA VIEWS

5 YEAR PLAN

1.2 MILLION SOCIAL MEDIA VIEWS

17 STRATEGIC CONTEXT

IDEAS FIESTA

3 WEEK LONG IDEAS FIESTA
17 COMMUNITY EVENTS
10 INDUSTRY FORUMS & WORKSHOPS

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1200 STUDENTS CONTRIBUTED IDEAS & CONCEPTS

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1.2 MILLION SOCIAL MEDIA VIEWS

10 PROJECT & INITIATIVES
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.
BRISBANE IS...

A NEW WORLD CITY

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.
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
Brisbane’s mean annual temperature ranges from 15°C to 25°C.

Brisbane receives an average of 8 hours of sunshine every day (out of a possible 12).

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.
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.

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
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.
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.

Legend: Land Uses and Activities

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

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.
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)

- 7500 Day-trippers
- 8900 Residents
- 20,000 Night time Visitors/Workers
- 40,000 Shoppers
- 15,000 Students
- 9000 Tourists
- 150,000 Employees

STAYED ADOPTED AT THE BRISBANE POWERHOUSE DECORATE

- 15 Brisbane’s laneways and small spaces
- Stroll through Queen Street Mall and Wintergarden for all the latest fashion

Experience Riverfire - play plan your own itinerary for Brisbane Powerhouse's new Premier office address.