QUEEN STREET MALL
VISIONING PLAN

brisbane
australia’s new world city

Dedicated to a better Brisbane
Queen Street Mall is the heart of the Brisbane CBD. It is the most successful mall in Australia and its popularity is testament to the mix of high quality retail and dining, entertainment and vibrant spaces within the mall.

It has been fifteen years since the mall was upgraded and, while Brisbane City Council isn’t rushing in to make changes, we do need to consider how to maintain and enhance the success of the mall into the future. The focus on surrounding streets, such as Albert and Edward streets, and the opportunities for other developments within the CBD, means we need to continually assess the form and function of the mall.

During March and April 2015, Council conducted Queen Street Mall visioning consultation with more than 1000 people. The purpose of the consultation was to understand what people like about the mall as it is and how we can enhance its success in the future.

The feedback was overwhelmingly positive. The mall is perceived to be an inclusive meeting place – a ‘mall for all’. It is vibrant, relaxed and friendly and the entertainment offering is very well received. People come to the mall to be entertained, relax, meet friends, shop, eat and generally soak up our enviable, subtropical environment and lifestyle.

In terms of the future, Council received many innovative ideas including options for diversifying the retail and dining offering, activating balconies and second floors and keeping the environment uniquely Brisbane.

This Queen Street Mall visioning plan captures the consultation outcomes and transforms them into key strategies and actions for the future development of the mall. I thank all of the traders, industry groups, property owners and members of the public who participated in the Queen Street Mall visioning.

I am excited about the future for the mall and its continued popularity as the heart of the CBD in Brisbane, our new world city.

Graham Quirk
LORD MAYOR
AN EVOLVING SPACE

Since the early days of Brisbane, Queen Street has been the heart of the city. In 1982, this was formalised with the opening of Queen Street Mall, a pedestrian-friendly retail environment that has always encouraged interaction, engagement and enjoyment.

The changes over the years have ensured the mall remains contemporary and continues to deliver the experience that Brisbane residents and visitors are seeking.

This Queen Street Mall visioning plan is looking beyond 2021 and planning for the next 20 years of development.
Queen Street Mall visioning plan

MALL FOR ALL

Queen Street Mall is an inclusive environment that welcomes residents and visitors of all ages, cultures and abilities. It is an exciting and vibrant space with a wide variety of entertainment, day and night. The mall is easy to navigate and connects seamlessly to the rest of the CBD.

STRATEGY
- Laneways and supporting streets
- Wayfinding improvement
- Activation spaces for big and small events
- Digital technology
- Equitable access

ACTION
- Review and maintain contemporary activation strategy
- Enhance entry thresholds from and into Queen Street Mall
- Expand wi-fi footprint
- Support upgrades to Albert and Edward streets
- Mesh with private enterprise wi-fi networks
- Develop a wayfinding solution
- Maintain and improve disability access

ECONOMIC HUB

Queen Street Mall is a premier precinct that attracts both flagship brands and unique retailers. People come to the mall for a retail and dining experience that is exciting and ever-changing. The openness within the mall and the activation of commercial edge will make it a vibrant place to be.

STRATEGY
- Retail is entertainment
- Trading into night time
- Innovate and activate tenancies
- Commercial edge activation
- Celebrations and events help to maintain economic vibrancy

ACTION
- Review Queen Street Mall tenancy strategy to ensure unique offering that provides 24/7 environment
- Encourage future developments to engage with Queen Street Mall environment
- Encourage commercial frontage activation opportunities
- Encourage pop-ups and interactive retail
- Improve visibility to shop frontages

UNIQUELY BRISBANE

Queen Street Mall is an open, safe and green space that reflects Brisbane’s lifestyle and subtropical environment. The heritage façades are preserved and integrated with a modern aesthetic that is consistent throughout the mall’s fittings and tenancies. The mall continues to be a place where we celebrate as a city and an entertainment hub for all ages.

STRATEGY
- Subtropical design reinforcing existing scale, shading, ground plane and built form
- Space for people
- Heritage and human scale
- Key catalyst site redevelopments
- Maintain and enhance the mall’s place as a celebration and events space

ACTION
- Undertake design review of Queen Street Mall activation spaces in conjunction with tenancy review
- Encourage future developments to activate upper levels fronting onto Queen Street Mall
- Review tenancies, signage and furniture and declutter
- Retain/restore sightlines and access to facades and awnings
- Work with key catalyst sites to deliver integrated design outcomes
- Maximise circulation area
- Continue with a green subtropical planting scheme
For more information please call
Council on (07) 3403 8888 or visit www.brisbane.qld.gov.au
and search ‘Queen Street Mall visioning plan’.

欲獲得關於《皇后街購物中心願景行動計劃》資訊的口譯內容，請撥打131 450
致電筆譯及口譯服務處，並要求其撥打(07) 3403 8888聯繫布里斯本市政府。