**LORD MAYOR’S FOREWORD**

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

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**GUIDING PRINCIPLES**

The feedback from the visioning consultation revealed three key themes for the future development of the mall. As a ‘mall for all’, it needs to be activated, accessible and inclusive. As an economic hub, the mall needs innovative retail and dining and extended trading hours. To ensure the mall remains uniquely Brisbane, the environment and built form need to retain the subtropical characteristics of the city.

The guiding vision principles form an integrated approach for the Queen Street Mall’s future in alignment with the Brisbane City Centre Master Plan 2014 and the City Centre Neighbourhood Plan.

- **MALL FOR ALL**
  - Encourage utilisation of small scale spaces
  - Enhance linkages/legibility to supporting streets
  - Leverage wayfinding from shopping centre technology/directories
  - Enable night time activation
  - Expand the wi-fi footprint
  - Equitable access

- **ECONOMIC HUB**
  - Encourage innovative retail formats
  - Encourage evening/night time trading
  - Ensure design excellence in developments and fit outs
  - Leverage tenancy leases as catalysts
  - Encourage activation of building frontages at ground and first floor

- **UNIQUELY BRISBANE**
  - Retain Queen Street Mall as a premier Brisbane performance space
  - Retain subtropical design features and shade
  - Review signage, furniture and structures to remove clutter
  - Retain/restore sight lines to facades and shopfronts
  - Enable improved access to facades and awnings
  - Enhance subtropical public space and realm
  - Maximise open space/circulation
  - Keep subtropical planting and garden beds
  - Maximise pedestrian flow and spaces

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**Stakeholder workshops**

3

**Public consultation sessions**

4

**Industry stakeholder group meetings**

3

**PEOPLE IN BRISBANE’S CITY CENTRE (DAILY)**

- 7500 Day-trippers
- 8900 Residents
- 9000 Tourists
- 11,000 Students
- 40,000 Shoppers
- 20,000 Night time visitors/workers
- 150,000 Employees
- 70,000 Pedestrian movements in Queen Street Mall

**1024 Participants**

- “is welcoming and accessible to all ages, abilities and cultures”
- “it’s a safe environment”
- “Unique, atmosphere, live music, shops, greenery and art”
- “As the city becomes more dense, need to open up to continue movement”
- “Not just a shopping strip but a destination – bars, dining, music, night life”
- “The mall is successful the way it is”
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 facades 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。

Để có thông tin được chuyển ngữ và Quy hoạch Tâm nhìn Queen Street Mall, xin vui lòng gọi điện cho Bộ phận Dịch vụ Biên dịch và Phiên dịch theo số 131450 và đề nghị được nói chuyện với Hội Đồng Thành Phố Brisbane theo số (07) 3403 8888.

لحصول على ترجمة فورية للمعلومات عن مخطط تفصيلي مول كوين ستيت، الرجاء الاتصال بخدمة الترجمة الخاصة والفورية (TIS) على الرقم 131 450 وإطلاعك بالاتصال مع مدينة بريزبن على الرقم 8888 (07) 3403 8888

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