Targeted intervention is required to unlock the extensive opportunity presented by Brisbane's North Quarter and to realise a cohesive, relevant and legible new CBD precinct.

The area must evolve beyond a tired doorstep and divisive barrier, to become a people friendly gateway to Australia’s new world city – a place of transit, commerce, engagement, entertainment and relief.

Our vision repositions Roma Street as a central high-street – an enhanced pedestrian experience with greater priority for people and city life. George Street is re-established as a major civic axis housing executive, judicial and administrative functions, bookended by the Botanic Gardens and Brisbane’s largest multi-modal transport interchange.

In the longer term, the vision connects the city to Spring Hill – reaching out to the rivers edge. It unlocks progressive development opportunities by removing obstacles and adds new ingredients to provide a new destination for entertainment.

The journey commences by the ‘lifing’ one of our oldest and proudest streets – made possible by re-routing a handful of bus services. A simple sequence of modest interventions can unlock progressively greater opportunity for the area to re-emerge as one of Brisbane’s most vibrant and engaging city precincts - capping the rail yards, opening up a new river edge and bringing the entertainment centre back into Brisbane.

HASSELL is proud to present these ideas as part of Brisbane City Council’s Ideas Fiesta.