



# DRAFT

# REVITALISING IPSWICH CENTRAL

A PROSPECTUS  
TO GUIDE CHANGE

[ipswich.qld.gov.au](http://ipswich.qld.gov.au)



City of  
**Ipswich**

**ACKNOWLEDGEMENT  
OF COUNTRY**

Ipswich City Council respectfully acknowledges the Traditional Owners as custodians of the land. The Traditional Owners whose earth, winds and water we share, and have had a deep spiritual and cultural connection to country for thousands of years. We pay our respects to their elders, past, present and emerging, as the keepers of the traditions, cultures and stories of a proud people.

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## FOREWORD

Big things are happening in Ipswich, and it's only just beginning. We've been on a journey with the community to plan our 20-year vision – iFuture – and we're just starting out on the road to delivering.

Our Council and community's vision is of a city of centres where we can enjoy creative pursuits and active recreation. A city with a thriving economy with businesses ranging from the bespoke and entrepreneurial to the international and established.

To achieve this vision, we need a vibrant city centre that is the cultural hub and beating heart of the broader Ipswich community. The transformation of Ipswich Central is well underway and momentum will continue to build in the coming months and years.

It is important to get it right, which is why we've redefined and reframed a strategy to guide change across the Ipswich Central area. At the heart of this new approach are six principles – a cultural destination; alive; green and connected; prosperous; future focused; and a home.

There is also a commitment to meaningful conversations with stakeholders and increased community participation. This document sets out how council and the community can work together to continue to transform Ipswich Central in the years ahead, driving our city forward.

Collaboration will be key to the realisation of our community's shared vision. I encourage you to take a look and join with us on this exciting journey.



**MAYOR TERESA HARDING**  
**CITY OF IPSWICH**

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# ABOUT THIS DOCUMENT

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## THE FOUNDATIONS FOR CHANGE

In 2010 Council endorsed and adopted the Ipswich Regional Centre Master Plan. Both this document and the subsequent iFuture Corporate Plan 2021- 2026 emphasise the opportunity to capitalise on the existing strengths of Ipswich and the passion of the community as a way of building the momentum for change.

Both documents were prepared within a framework of collaboration, drawing on the passion and commitment of government, key stakeholders, and the people of Ipswich to establish a comprehensive and rigorous platform from which the future physical planning and development of the city is being guided.





ADVANCING THE PLAN

The Ipswich Regional Centre Master Plan set out a vision for the city centre ‘To be the vibrant and prosperous Regional Activity Centre for the Western Corridor of South East Queensland’. It defined five principles as the foundations for action, and detailed associated strategies and actions, to create a framework to guide the implementation of the vision.

THE FIVE PRINCIPLES FOR A GREAT CITY

- 1. A working centre
- 2. A connected centre
- 3. A living centre
- 4. A centre of celebration and place
- 5. A centre that fosters community, health, education and well-being

Since the endorsement of the Ipswich Regional Centre Master Plan, The City of Ipswich and its community have experienced economic and political change. This change has slowed the regeneration process.

With a newly formed Council, the re-organisation of Council departments and the continued growth projections for the population and prosperity of the Region, there is significant opportunity to reset, reconnect and refresh the revitalisation process with renewed resources, a new approach and new focus.

Council is seeking to reignite community spirit, build on the passion and capacity of local business and the development industry to advance the transformational journey begun with the Ipswich Regional Centre Master Plan, to collaboratively transform Ipswich Central into a regional destination loved by both locals and visitors - to revitalise Ipswich Central.

A NEW FOCUS - REVITALISING IPSWICH CENTRAL

The Ipswich community are proud of Ipswich Central. It is a place of significant heritage, commercial and community value, and plays an important cultural and civic role within the region. It is also an area identified as an important catalyst for future community and economic growth, and development.

The significant transformation of the Ipswich Centre area is well underway, with the Ipswich Central Redevelopment Committee overseeing this process. Private and public investment is already occurring, including:

- Pilot Façade Improvement Program (Ipswich Central)
- Ipswich Central to Springfield Central public transport corridor (Business Case)
- Nicholas Street Precinct
- North Ipswich Reserve Sports and Entertainment Precinct (Business Case)
- West Moreton Health Master Plan

The growth in Ipswich Central is supported by our key industries of:

- Health care and social assistance
- Public administration and safety
- Professional and technical services
- Education and training
- Arts, culture and recreation services

As part of a new and reprioritised focus for action, investment and change within the Central area, there is the opportunity to strengthen the contribution and role of the community in the revitalisation process, elevating community involvement as significant contributors to spatial change, to inform and guide the quality and character of outcomes.

A PROSPECTUS TO GUIDE CHANGE

This document redefines and reframes a strategy to guide change across the Ipswich Central area. It draws on established directions, as well as new inputs and investment from stakeholders, to look forward and reprioritise action.

It defines:

- A refreshed ‘Ipswich Central Vision’ to guide the future growth of the Ipswich Central area
- Six priority principles aligned to the vision, to guide decision making, align ideas and investment, and embed the valued qualities and characteristics of Ipswich in the future experience of the city
- Priority spatial opportunities associated with each principle .

This document is a resource for the whole community, it has been developed to:

- Unite stakeholders
- Start conversations
- Guide and align action and investment
- Reveal opportunities
- Measure success
- Build confidence.



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# ABOUT IPSWICH

## A GROWING REGION

Spanning an area of 1,090 km<sup>2</sup>, Ipswich enjoys a prime location in South East Queensland, located between the Gold Coast to the south, Toowoomba to the west, Brisbane to the east, and the Sunshine Coast to the north.

It is an area experiencing significant growth. It is the fastest-growing city in Queensland and one of the top 10 nationwide. With its population of over 231,000 projected to more than double in the next two decades.

In many ways, Ipswich Central is the nexus of the region's centres. The combination of entertainment, cultural venues and industry, anchors the network of centres surrounding Ipswich Central.

Ipswich is rich in cultural history. It is home to varying sectors including defence, health care, manufacturing, education, retail and construction. All these industries provide an array of employment opportunities.

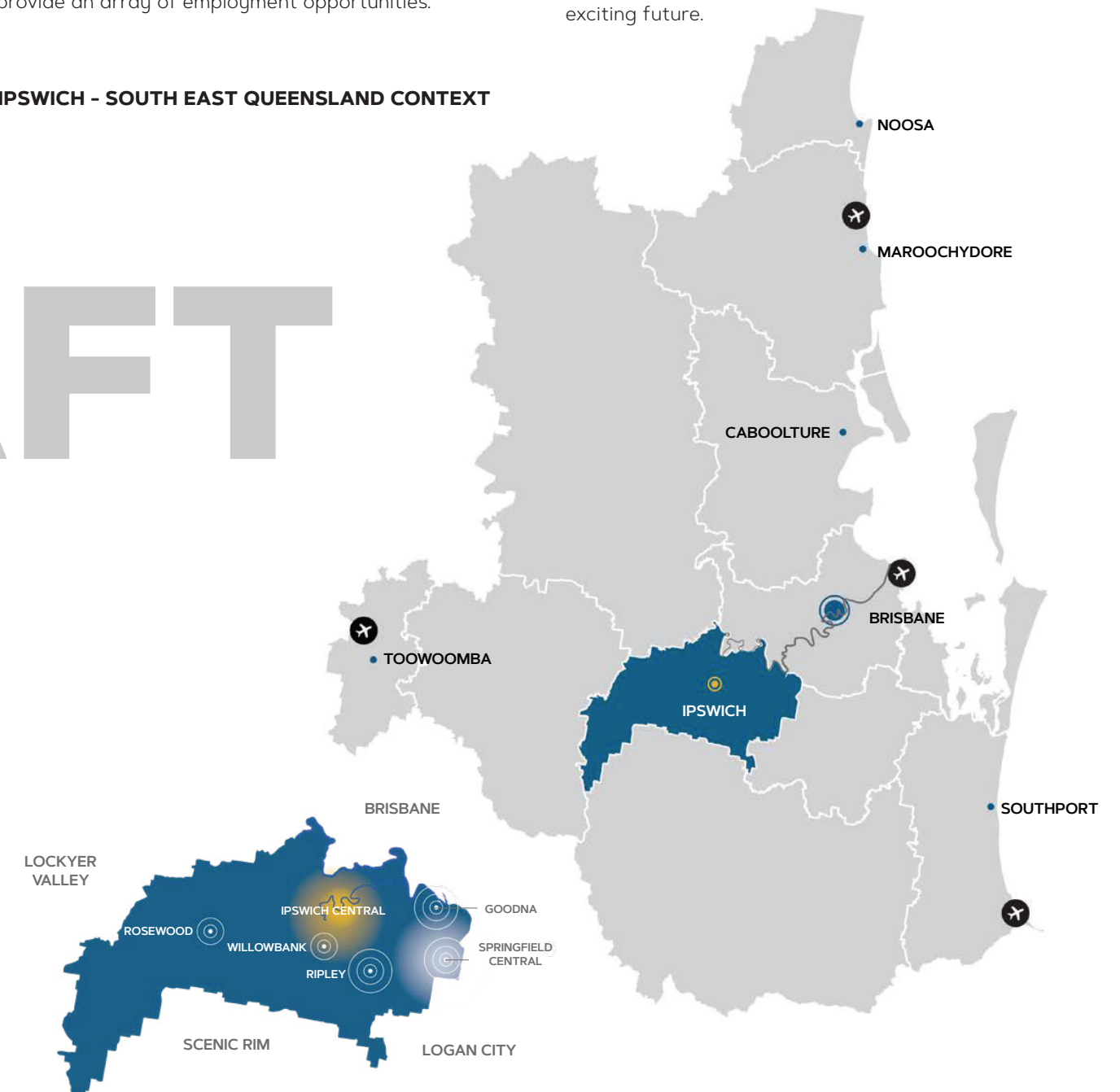
## A DYNAMIC MIX OF OLD AND NEW

Ipswich is a culturally diverse city, with its residents originating from 163 countries and speaking a collective 152 languages. Ipswich is home to South-East Queensland's youngest population – median age just 32 – with young families making up close to half of the near 80,000 households. More and more people are moving to the area to enjoy one of the most liveable cities in the state.

Ipswich Central area has benefited from significant recent investment with the opening of the \$250 million Nicholas Street Precinct, a new civic space, Tulum Place, new libraries and 1 Nicholas Street, the Ipswich City Council administration building. All of which are bringing new life into the city centre.

Ipswich is a dynamic mixture of old and new. It has culture, creativity and history and a passionate, industrious and growing community with an exciting future.

## IPSWICH - SOUTH EAST QUEENSLAND CONTEXT







# IPSWICH CENTRAL - SHAPING CHANGE DRAFT

## THE REVITALISATION RESOURCES

The document sets out:

### THE IPSWICH CENTRAL VISION

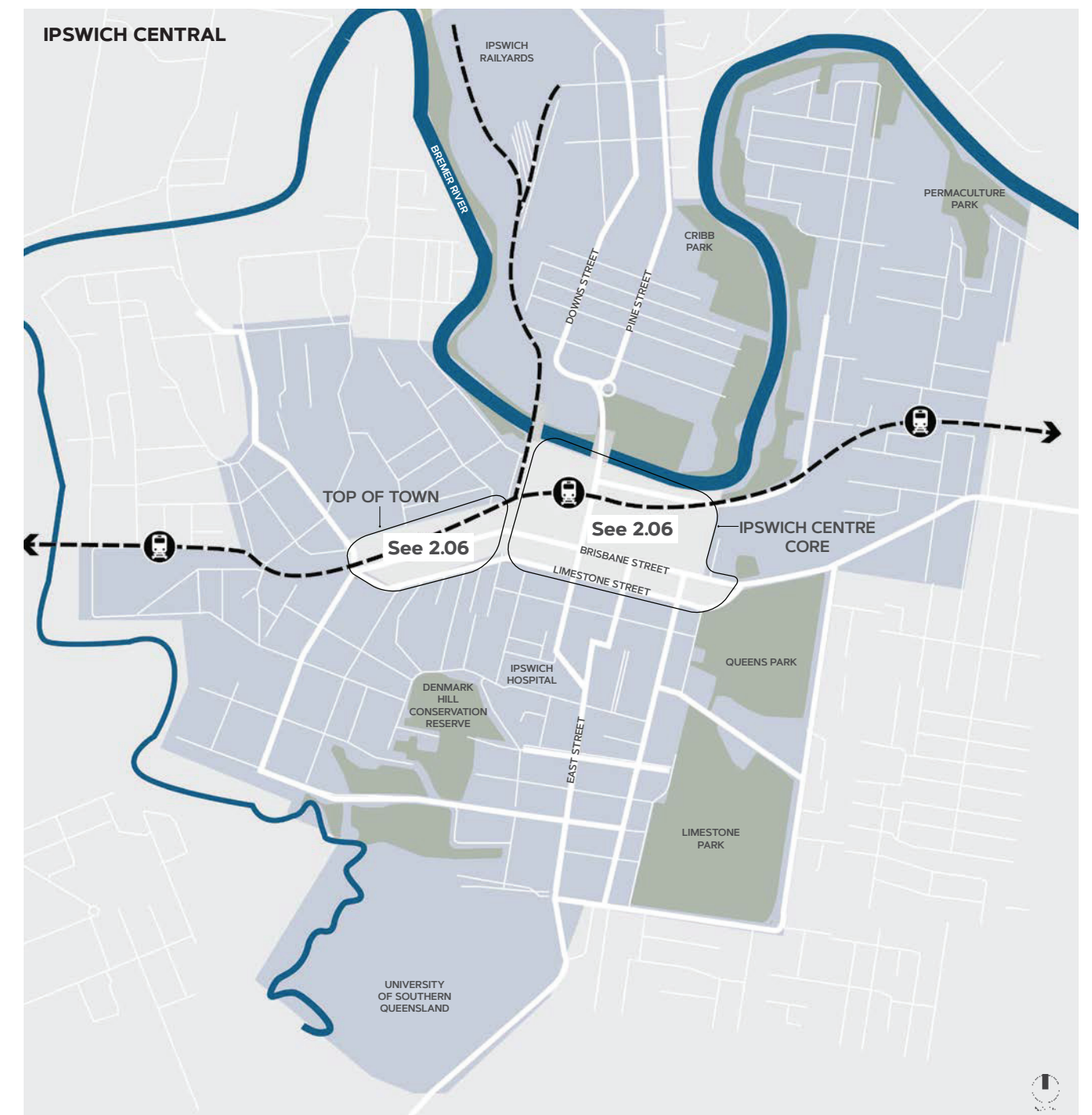
A refreshed 'Vision' statement to guide the future growth of the Ipswich Central area. The vision states clearly and succinctly the desired future character and qualities of the Ipswich Central area.

### THE IPSWICH PRINCIPLES FOR REVITALISATION

Six principles have been identified to describe the collective place attributes and priority areas of focus required to achieve the Ipswich Central vision.

Each principle is accompanied by:

- A concise list of the key strategies, required to deliver the outcomes described in the principle.
- A simple diagram that spatially locates and illustrates the activity, investment and initiatives already underway, as well as other priority project proposals identified, to support the delivery of the strategies and by extension the principle.





VISION AND PRINCIPLES

Unique Ipswich qualities

Three key qualities, that combined, set Ipswich Central apart from other cities or towns.



The Ipswich Central Vision

A statement of the desired future.



The Ipswich Principles for Revitalisation

Six principles describe the place attributes and priority areas of focus required to achieve the Ipswich Central Vision.



Heritage and culture

Ipswich Central has a rich and tangible cultural and built history.

Civic administration and commerce

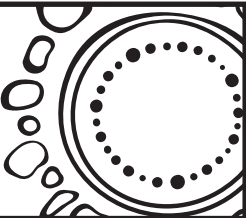
Ipswich Central is the focus for the administrative activity of the region and a key centre for business and commerce.

Parks and public spaces

Ipswich Central is green, benefitting from numerous significant parks and public spaces.

IPSWICH CENTRAL IS THE CULTURAL HUB AND BEATING HEART OF THE IPSWICH COMMUNITY.

1. A cultural destination



Ipswich Central is a favoured entertainment and cultural destination for the local community and visitors to the city - both day and night.

2. Alive



The streets of Ipswich are alive with activity. They are memorable places that prioritise the safety and comfort of pedestrians and cyclists all year round.

3. Green and connected



Businesses, residents and visitors to Ipswich Central enjoy access to a connected network of shady green streets and public spaces that make it comfortable and easy to get around throughout the day and throughout the year.

4. Prosperous



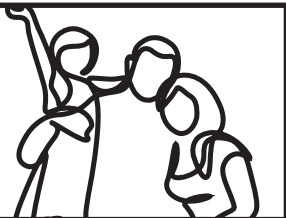
Ipswich is home to a prosperous business community that leverage economic benefit from their proximity, clustered within the distinctive historic fabric of the centre.

5. Future focused



The commercial and cultural vitality of Ipswich Central is strengthened due to the strong participation and presence of a diverse and engaged young community.


6. A home



Ipswich Central is home to a diverse community. The compact city centre is neighbourly, friendly and inclusive. It is a place where all generations are able to comfortably and affordably make a home.

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**IPSWICH  
CENTRAL IS THE  
CULTURAL HUB  
AND BEATING  
HEART OF  
THE IPSWICH  
COMMUNITY**

It is a **CULTURAL DESTINATION**  
with streets that are **ALIVE** with activity.

It is **GREEN AND CONNECTED.**

It is a thriving hub for supporting  
**PROSPEROUS** and  
**FUTURE FOCUSED** enterprise.

It is **HOME** to a proud community.

It is Welcoming to all.

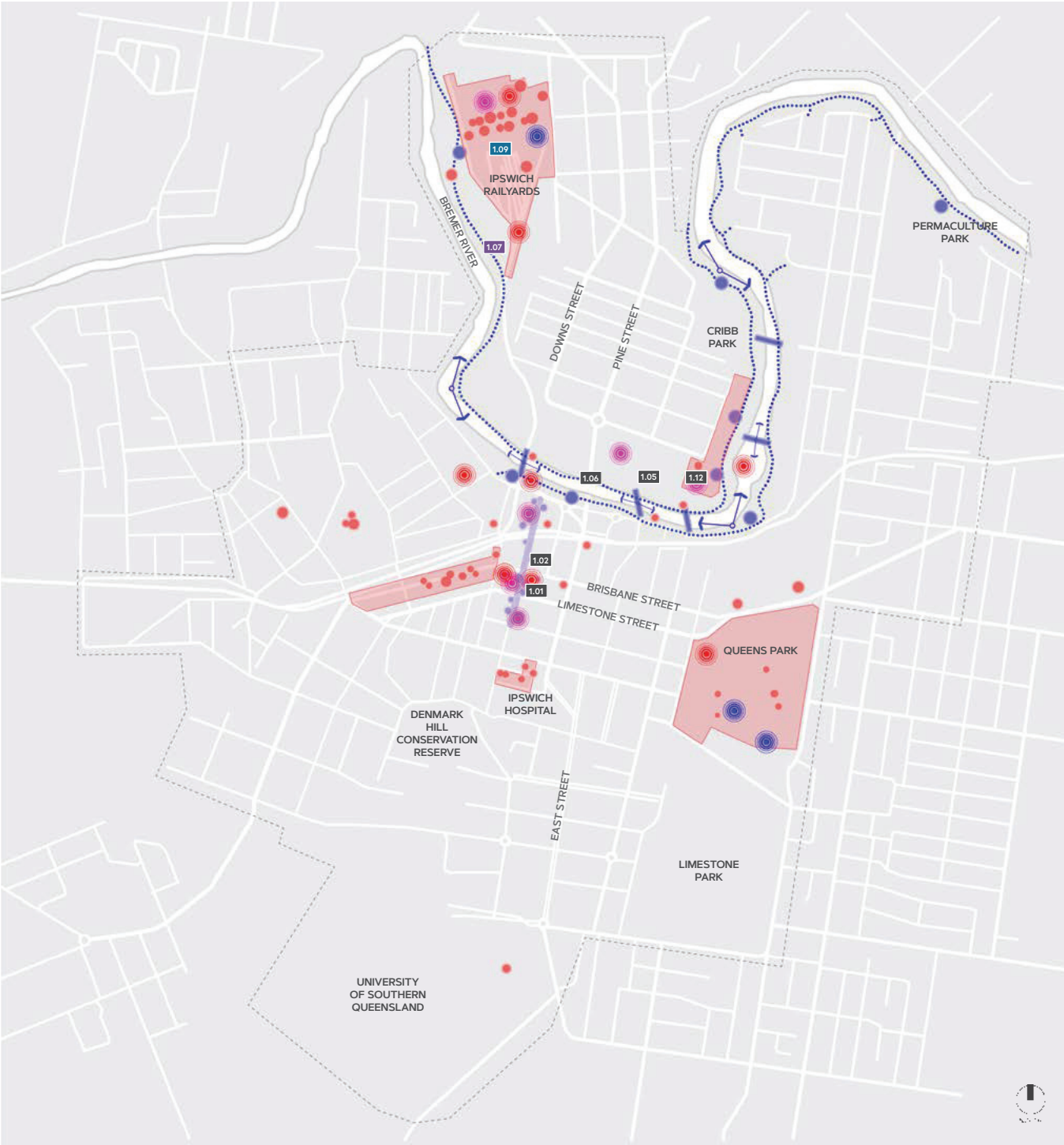


A CULTURAL DESTINATION

Ipswich Central is a favoured entertainment and cultural destination for both the local community and visitors to the city - both day and night. It is a place that cherishes, celebrates and shares its heritage and home to a thriving art and music scene that is vital and visible within the city streets.

KEY OBJECTIVES

- 1A. Celebrate our culture and the arts
- 1B. Embrace the Bremer
- 1C. Profile our heritage



ACTIVITY AND INVESTMENT

Celebrate our Culture and the Arts

- 1.01 Civic Centre Redevelopment
- 1.02 Art Gallery Expansion
- 1.03 Arts and Cultural Strategy
- 1.04 Public Art Strategy

Embrace the Bremer

- 1.05 North Ipswich Sport and Entertainment Precinct
- 1.06 North Ipswich Open Space Master Plan
- 1.07 Development Approval (DA) Entertainment and Outdoor Recreation

Profile our Heritage

- 1.08 New Planning Scheme
- 1.09 North Ipswich Railyards Vision Plan
- 1.10 Picture Ipswich website
- 1.11 Indigenous Accord
- 1.12 Woollen Mills

MAJOR ATTRACTIONS (SEQ)

- Arts and culture
- Tourism
- Heritage

ARTS AND CULTURE PRECINCTS

- Key streets
- Stops and destinations

HERITAGE PRECINCTS

- Areas of heritage
- Heritage buildings/ elements

BREMER RIVER ACTIVATION

- Connections along the river
- Destination points
- Vistas
- Bridge links (pedestrian)

- x.x Local Government initiative
- x.x State Government initiative
- x.x Private Sector initiative

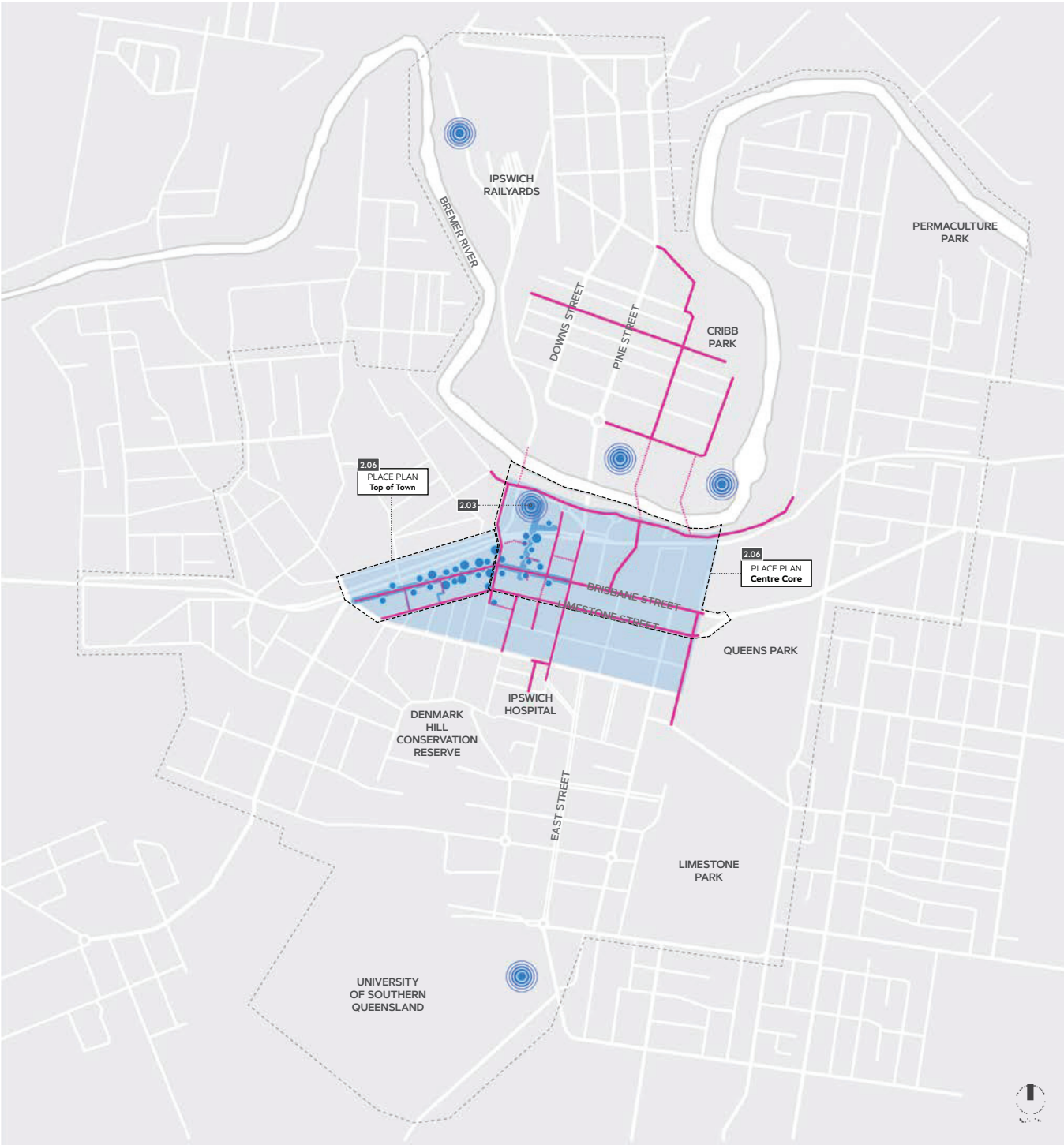


ALIVE

The streets and public spaces of Ipswich are alive with activity. They are memorable places that prioritise the safety and comfort of pedestrians and cyclists all year round. They connect businesses to the community they serve and support a thriving daytime and night-time café culture in the heart of the city.

KEY OBJECTIVES

- 2A. Create great streets and public spaces that prioritise the needs of pedestrians and cyclists
- 2B. Create places and support activities that develop a strong culture of street life day and night.







ACTIVITY AND INVESTMENT

Create great streets that prioritise the needs of pedestrians and cyclists

- 2.01 ATAP (40 km zone)
- 2.02 I-Go Parking Strategy

Create places and support activities that develop a strong culture of street life day and night

- 2.03 Nicholas Street Retail / Leasing Strategy
- 2.04 Facade Improvement Program
- 2.05 Ipswich Central Activation Strategy
- 2.06 Place Plans (Ipswich Centre Core and Top of Town)
- 2.07 Street Art Trail

-  CIVIC SPACES FOR GATHERING
-  DINING AND ENTERTAINMENT PRECINCT
  - Streets and laneways
  - Stops and destinations
-  PEDESTRIAN FOCUSED STREETS
  - Low speed traffic with controlled car parking
  - Primary pedestrian boulevards streets and laneways
-  Local Government initiative

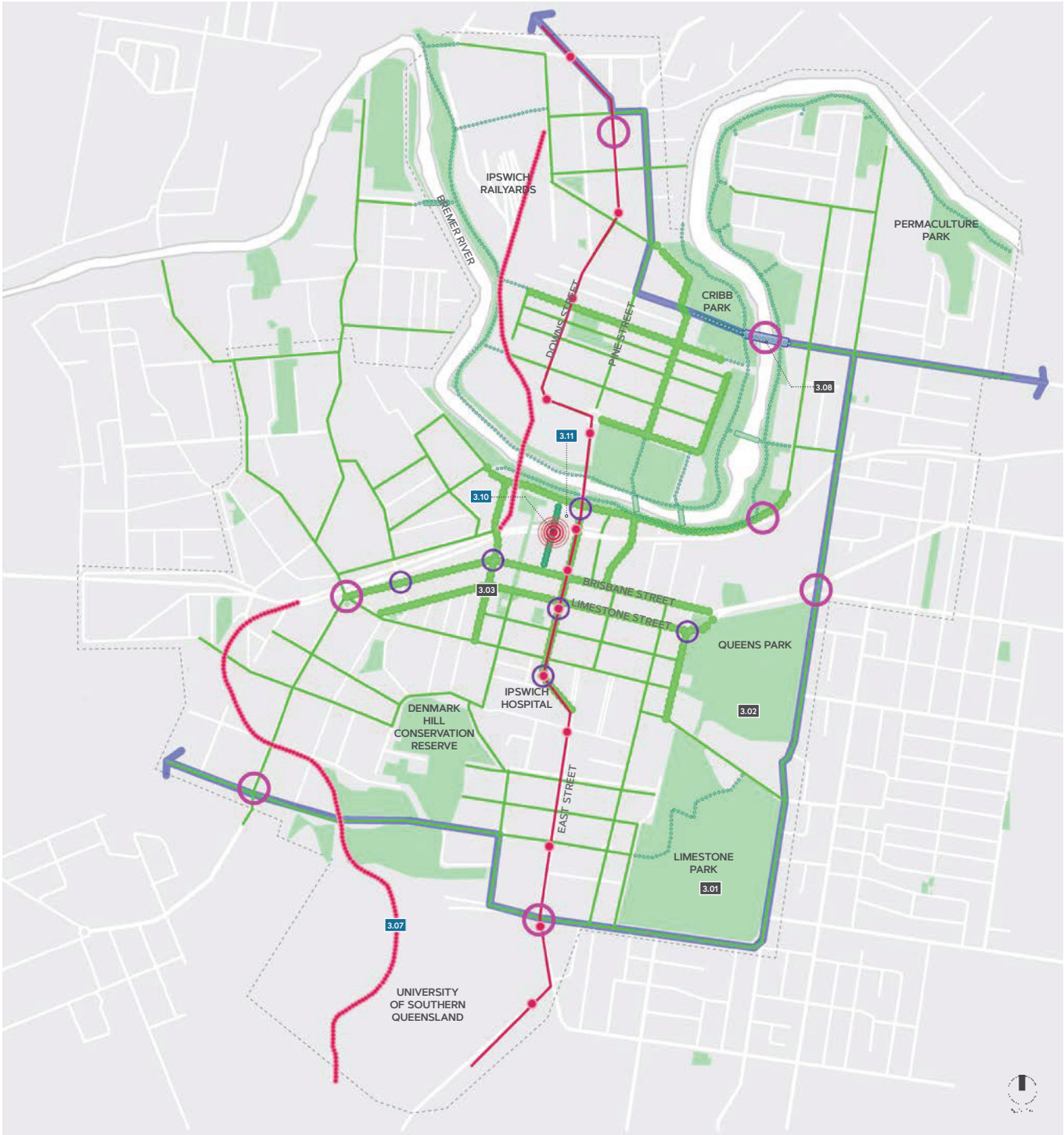


SHADED, GREEN AND CONNECTED

Businesses, residents and visitors to Ipswich Central enjoy access to a connected network of shady green streets and public spaces that make it comfortable and easy to get around throughout the day and throughout the year. The city is known nationally for being clean and green.

KEY OBJECTIVES

- 3A. Create a city that is connected to nature
- 3B. Create shady streets that prioritise the comfort and safety of pedestrians and cyclists
- 3C. Establish a transport hub at the heart of Ipswich Central
- 3D. Make it easy for visitors and residents to find their way



ACTIVITY AND INVESTMENT

Create a city that is connected to nature

- 3.01 Limestone Park upgrades
- 3.02 Queens Park Nature Centre and Discovery Hub

Create shady streets that prioritise the comfort and safety of pedestrians and cyclists

- 3.03 Green walkable streets
- 3.04 Urban Heat Island Study
- 3.05 E-Transport Strategy
- 3.06 Urban Greening Plan

Establish a transport hub at the heart of Ipswich Central

- 3.07 Ipswich Central to Springfield Central Public Transport Corridor (I2S)
- 3.08 Norman Street Bridge
- 3.09 Public transport efficiency
- 3.10 Ipswich Central Train Station and Bell St Transport Hub
- 3.11 Transit Centre site redevelopment
- 3.12 East Ipswich Station accessibility upgrade

Make it easy for visitors and residents to find their way

- 3.13 Ipswich Central Wayfinding Strategy

**ACTIVE TRANSPORT CONNECTIONS**

- Pedestrian / cycle pathways
- Green bridges

**PUBLIC TRANSPORT HUB**

**PUBLIC TRANSPORT LINKS**

- North south public transport axis (with Indicative transit stops)
- Ipswich Central to Springfield Central Rail Link + northern rail link to Railyards and Museum

**REDIRECT HEAVY VEHICLE TRAFFIC**

- Norman Street Bridge
- Inter-neighbourhood connector road network

**GATEWAYS AND ARRIVALS**

- City gateways
- Inner city gateways

**Local Government initiative**

**State and or Federal Government initiative**



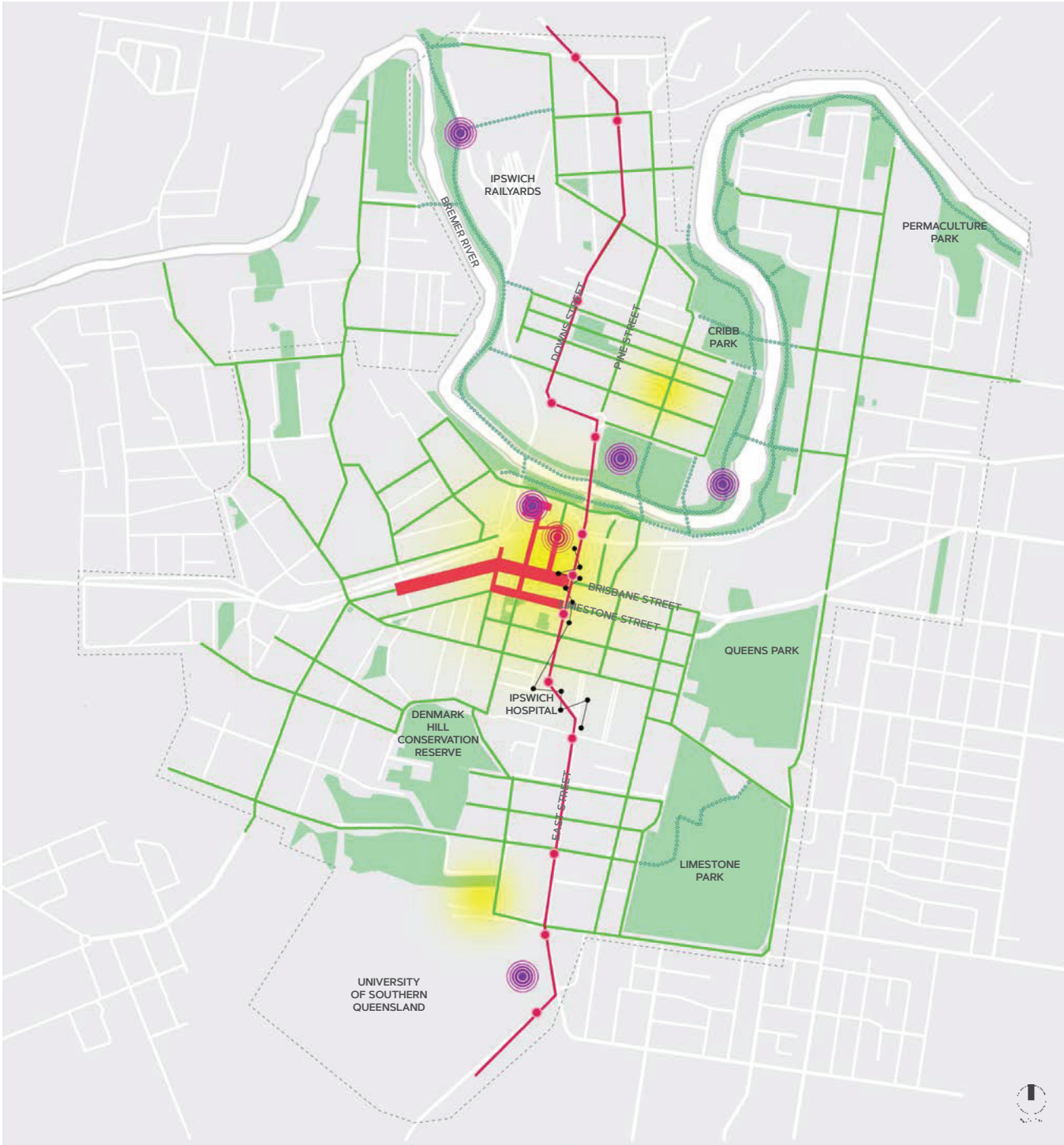
A HOME

Ipswich Central is home to a diverse community. The compact city centre is neighbourly, friendly and inclusive. It is a place where all generations are able to comfortably and affordably make a home.

It is a place to live, work and play and offers a rich mix of housing choices and amenities to accommodate the changing needs of the community throughout life.

KEY OBJECTIVES

- 2A. Establish diverse and quality housing options in the heart of the city
- 2B. Ensure the daily needs of a diverse urban community are met locally
- 2C. Provide opportunities in Ipswich Central that allow the community to live, work and play



ACTIVITY AND INVESTMENT

- Establish diverse and quality housing options in the heart of the city
- 6.01 Inner City Living Strategy
- Ensure the daily needs of a diverse urban community are met locally
- 6.02 Residential Care Facility
- Provide opportunities in Ipswich Central that allow the community to live, work and play
- 6.03 Healthy People, Healthy Places (HPPH) Framework

Open space

**ACCESSIBLE**  
Walkable streets  
Active transport  
Public transport  
Transport hub

**COMMUNITY GATHERING**

**COMMUNITY SERVICES**  
Indicative network of community services and facilities

Local Government initiative

State Government initiative

Private Sector initiative



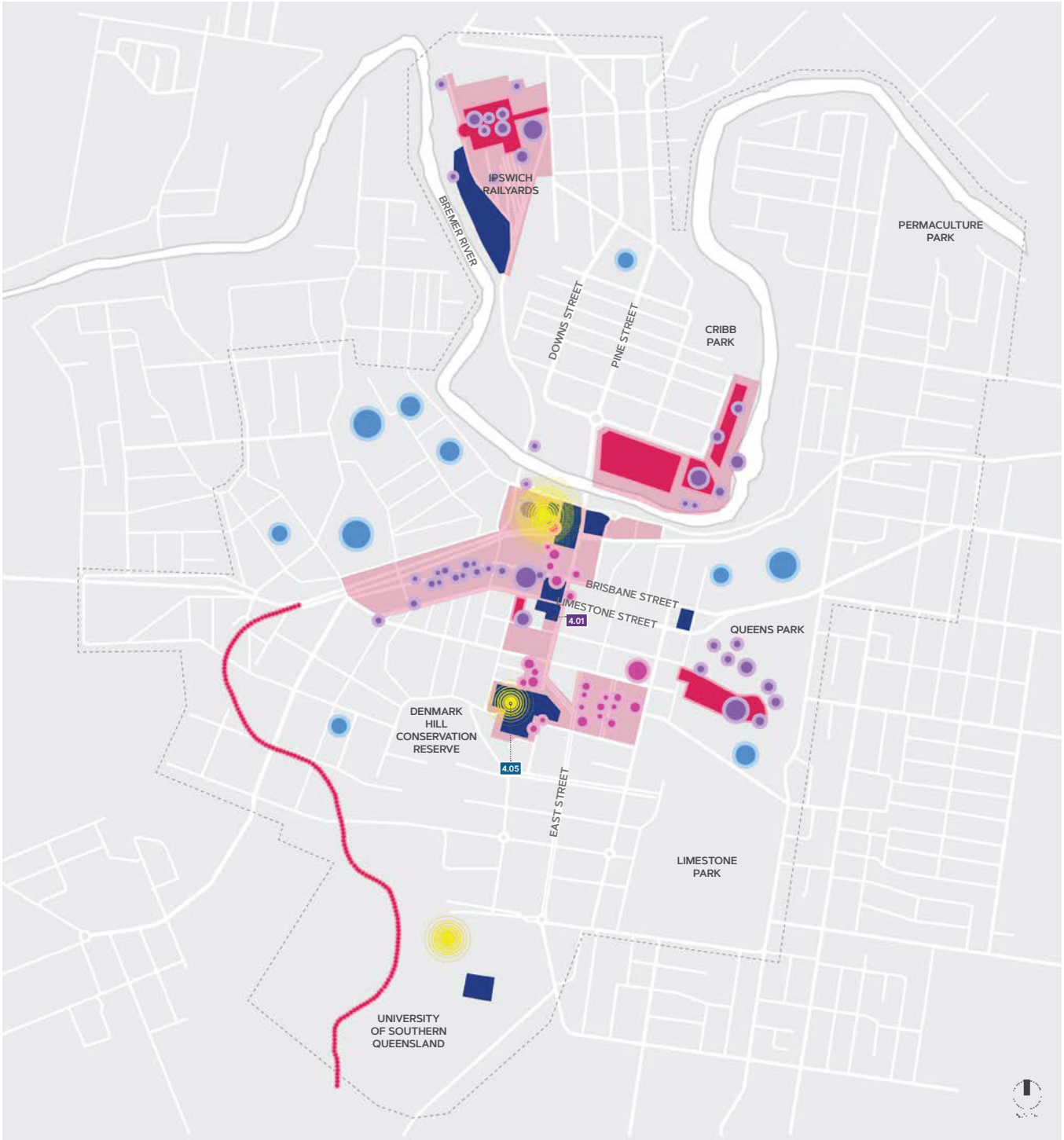
PROSPEROUS

Ipswich is home to a prosperous business community that leverage economic benefit from their proximity clustered within the distinctive historic fabric of the centre.

Ipswich Central has a strong history of employment generation. At the heart of this principle is the desire to create a prosperous place of business activity within the attractive historic fabric of the city.

KEY OBJECTIVES

- 5A. Create a prosperous place of business activity within the historic fabric of the city
- 5B. Create opportunities for local business and trade to occupy the centre
- 5C. Support and nurture small business ventures
- 5D. Make business and employment opportunities in the centre vital, vibrant and visible



ACTIVITY AND INVESTMENT

- Create a prosperous place of business activity within the historic fabric of the city**
- 4.01 Development Approval (DA) Motel accommodation with restaurant
  - 4.02 Ipswich Convention and Exhibition Centre (Ipswich Show Society)
- Create opportunities for local business and trade to occupy the centre**
- 4.03 Community Development Strategy

- Support and nurture small business ventures**
- 4.04 Small Business Friendly Council
- Make business and employment opportunities in the centre vital, vibrant and visible**
- 4.05 West Moreton Health Precinct
  - 4.06 Local jobs program



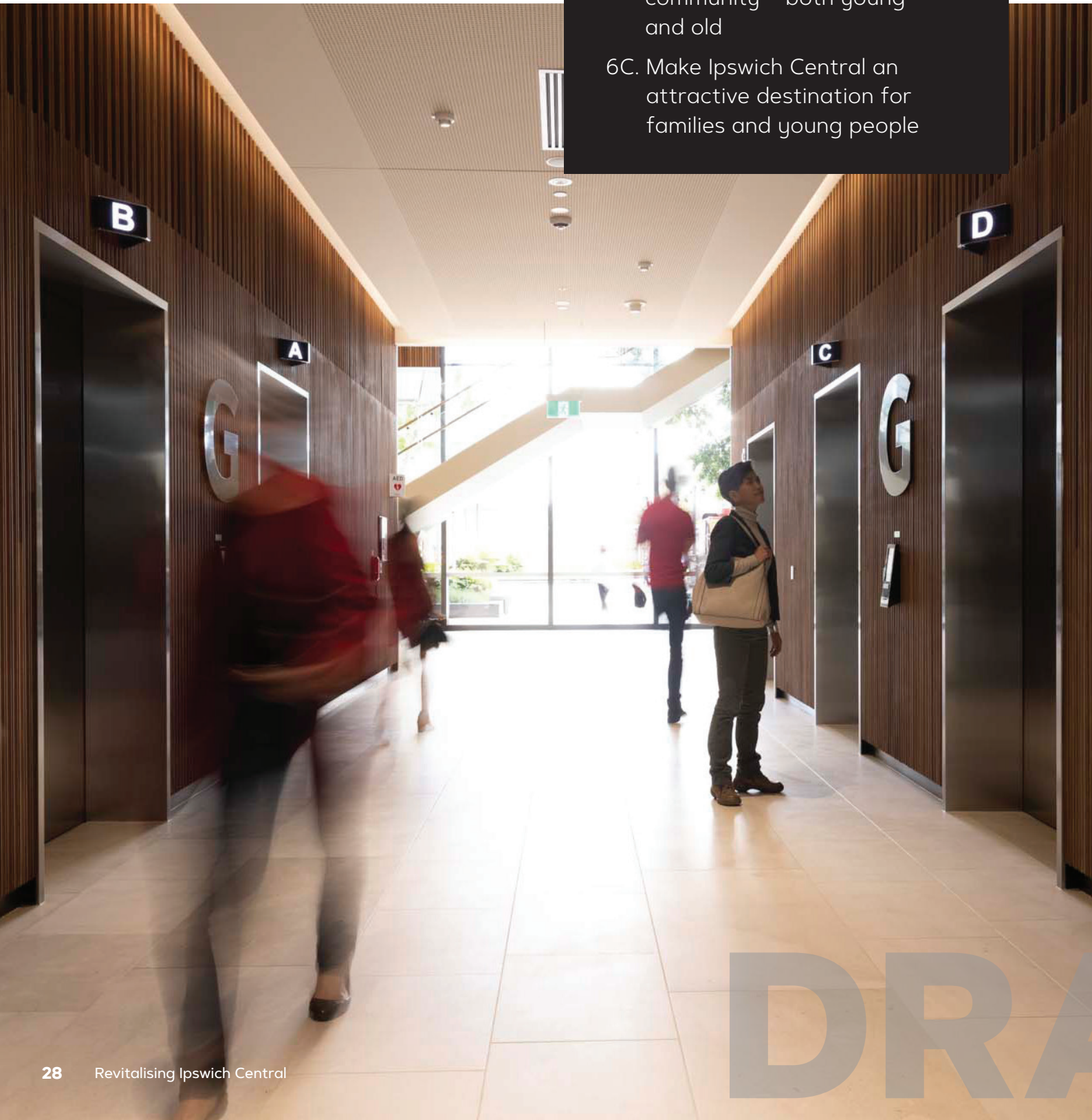


FUTURE FOCUSED

The commercial and cultural vitality of Ipswich Central is strengthened due to the strong participation and presence of a diverse and engaged young community. Activity in the centre attracts and supports entrepreneurial ventures and fosters partnerships between business and the areas young people.

DELIVERY STRATEGIES

- 6A. Create a prosperous place focused on innovation and youth participation
- 6B. Create places that support the needs of a diverse community – both young and old
- 6C. Make Ipswich Central an attractive destination for families and young people



ACTIVITY AND INVESTMENT

Create a prosperous place focused on innovation and youth participation

- 5.01 Study Ipswich Strategy (Schools and University Partnerships)

Create places that support the needs of a diverse community – both young and old

- 5.02 Youth entertainment and recreation facilities
- 5.03 Ipswich Youth Advisory Council



**INNOVATION AND TECNOLOGY HUBS**  
Knowledge incubators



**YOUTH DESTINATIONS**  
Youth services, youth sports and recreation



**KNOWLEDGE HUBS EXPANDED**  
Expansion of university and school curriculum with improved interaction with the centre's core



Local Government initiative



## GET IN TOUCH

### FROM PLAN TO ACTION

The revitalisation of Ipswich Central will be delivered over many years and by many hands.

This document sets in place a simple spatial and action-based framework to guide the transformation of Ipswich Central. It synthesises both Council's and community's long-term ambition and defines six priority principles to guide investment and focus collective action to achieve ambitious change.

Ipswich City Council is committed to realising the community's vision for the area and invite you to join them on this transformational journey to deliver a future where:

**Ipswich Central is the cultural hub and beating heart of the Ipswich community**

### GET INVOLVED

As part of the renewed revitalisation process Council has already initiated two projects for key areas of the Ipswich Central area. The proposed project will develop 'Place Plans' (also known as a Precinct Plans) will establish a vision and action plan in partnership with the community and stakeholders, with shared implementation responsibility between private and public sector. The process is designed to:

- Enable these key precincts to become more self-sufficient and prosperous over time
- Leverage private sector investment
- Build a sense of responsibility and ownership over place
- Drive visitation through quick win actions.

The proposed 'Place Plans' will be developed for the 'Ipswich Core' and 'Top of Town' precincts (as identified in the Ipswich City Centre Master Plan - 2009).

We are looking for members of the community, interested businesses and the broader private sector to be part of this journey.



For more information, and to get involved contact:

#### THE IPSWICH CENTRAL REVITALISATION PROJECT TEAM

ECONOMIC AND COMMUNITY DEVELOPMENT BRANCH  
COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT DEPARTMENT  
IPSWICH CITY COUNCIL

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