



REVITALISING IPSWICH CENTRAL

FROM PLANS
INTO ACTION

PRIORITY PROJECTS

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FROM PLANS INTO ACTION

REVITALISING IPSWICH CENTRAL

The Revitalising Ipswich Central Prospectus 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.

PRIORITY PROJECTS

This document should be read in conjunction with Revitalising Ipswich Central: A prospectus to guide change.

Within the extensive list of planned activity for the centre, listed in the above mentioned document, are a number of projects. Due to their direct relevance to the Ipswich Central vision and principles, their potential for quick delivery and transformational impact are proposed as 'Priority Projects'.

These projects establish a strategic focus for investment and the deployment of resources, to catalyse change and have the most significant potential to move Ipswich Central forward, towards its vision.

IDENTIFYING OPPORTUNITIES

Nine priority projects have been identified using the following four considerations:

1. Aligned to the Ipswich Central vision and principles

The projects align with and supports the defined Ipswich Central principles for revitalisation.

2. Quick delivery - The projects are already underway, or can be achieved quickly because of either their scale or committed resources/ funding.

3. Transformational impact -The projects present the greatest opportunities to deliver change to the way the community use and perceive Ipswich Central.

4. Enabling capacity -The projects have the greatest potential to catalyse other initiatives.

PRIORITY PROJECTS - SUMMARY LIST

The priority projects establish a strategic focus for investment and the deployment of resources.

1.02 Arts and Cultural Strategy (2018 - 2023) - Addendum (2021)

Guides how Ipswich City Council will invest in building community cultural capacity focused on collaborating with the local arts and cultural sector. Preceded by the Arts and Cultural Strategy (2018 - 2023) the Creative Industries Action Plan (2021).

1.03 Public Art Strategy (2023 onwards)

An implementation plan, to guide Local Government action, to create new public artworks and programs that activate the imagination, reflect the uniqueness of the community, and invoke deeper connection with the places celebrated.

2.07 Place Plans (Ipswich Centre Core and Top of Town)

Place specific vision and action plans developed in partnership with the community and stakeholders, with shared implementation responsibility between the private and public sector.

3.03 Green Walkable Streets

A public realm improvement initiative to establish a connected network of comfortable and safe pedestrian focused streets, to bring life and vitality back into the heart of Ipswich and onto its streets.

3.11 Ipswich Central Wayfinding Strategy

Creative wayfinding and place identity considering existing Active Transport Wayfinding Strategy and Active Transport Sign Design Manual.

4.01 Inner City Living Strategy

A strategic planning and design initiative to establish diverse and quality housing options in the heart of the city. The initiative will develop and promote opportunities to increase the amount and diversity of available residential accommodation within Ipswich Central.

REGIONALLY SIGNIFICANT PROJECTS

In addition to the six priority projects, three projects have been listed separately, due to their regionally significant scale and benefits.

These are projects which will not be delivered quickly. However, they have direct alignment to the Ipswich Central vision and principles, and have the potential to be transformational and enabling.

- 1.04 North Ipswich Sport and Entertainment Precinct
- 2.03 Ipswich Central Second River Crossing (Norman St Bridge)
- 3.06 Ipswich Central to Springfield Central Public Transport Corridor (I2S)



For more information, and to get involved contact:

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