

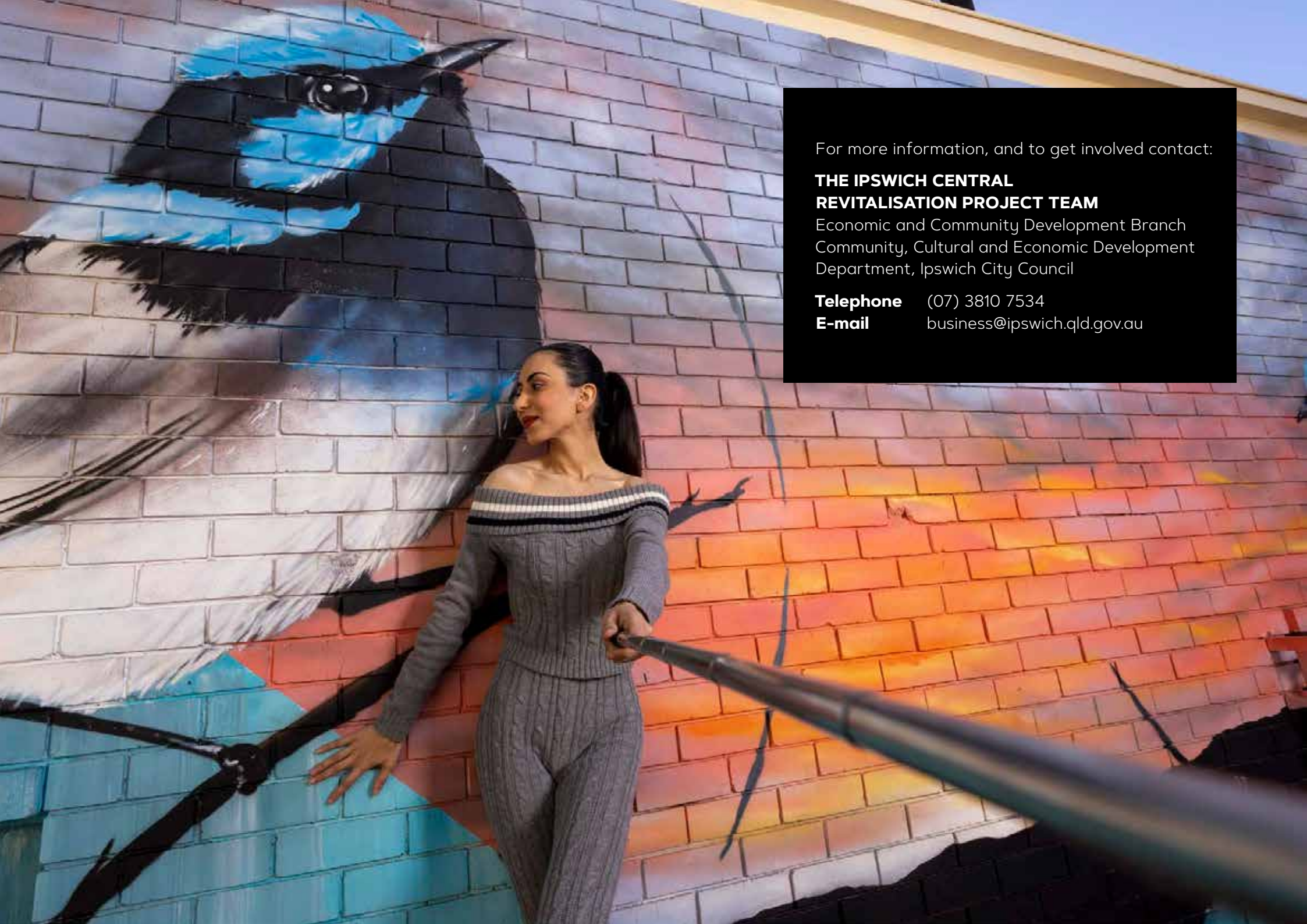


# **TOP OF TOWN AND CENTRE CORE PLACE PLANS**

## **WORKING DOCUMENT**

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## INTRODUCTION

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The Ipswich community is proud of Ipswich Central. From its amazing heritage facades, to its passionate local businesses, Ipswich Central has significant community value and plays an important cultural role within the wider region. Recent rapid growth in population has meant there has been significant investment in the region with opportunities already underway that will catalyse growth. However, at the same time our main streets and activity centre have been in decline for some time now. This has been further exacerbated by COVID-19 restrictions to retail and businesses' operations and interstate travel. In light of this, now is the right time for Ipswich City Council to work collaboratively with local businesses and community to create a roadmap for the future of Ipswich Central ensuring the creation of a place that reflects local ideas, aspirations and retains the unique character of Ipswich Central.

The revitalisation of Ipswich Central will require action at all levels; from Council to local businesses and the community. In 2021, the 'Ipswich Central Revitalisation' project was commissioned. The project has taken a place-based approach to revitalisation which has involved working collaboratively with local people to unpack the challenges experienced in local centres and explore opportunities for a community-led responses. An important part of this place-based approach was ensuring that the unique identity and character of Ipswich Central is retained and showcased through actions in the project.

The key deliverables for this scope of work includes:

- **Ipswich Central Positioning Framework** unites existing strategies to influence the future of Ipswich Central to create a united roadmap for the future success of, and future investment in the city.
- **Ipswich Central From Plans into Actions**  
Establishes a strategic focus for investment and deployment of resources.
- **Ipswich Central Place Plan** captures actions to be delivered by the community and supported by Council to facilitate the activation and revitalisation of Ipswich Centre.
  - Ipswich Centre Core
  - Top of Town

### WHAT IS A PLACE PLAN?

A Place Plan captures community ideas and aspirations for the future of Ipswich and uses them to create a roadmap for future use, activation and development of spaces. This includes a series of short, medium and long-term actions aligned to the three place pillars, Shape, Activate and Manage. The document is intended to be accessible to all. From Council staff, to local businesses and community members, all Ipswich stakeholders have the ability to action recommendations made within these documents and contribute to the cities revitalisation.

To date, Place Plans have been created for Ipswich Centre Core and Top of Town precincts. Following the roll out of this approach within these two precincts, there is an opportunity to adopt a similar approach in other precincts in the future.

### WHAT IS THE IPSWICH CENTRAL PARTNERSHIP?

The Ipswich Central Partnership is a volunteer group of passionate local business owners, landowners and residents formed to drive place-based outcomes within their local centres. They form a conduit between Council and the community with the objective of building support and leading implementation of the Place Plans in partnership with other local community members, businesses, private sector, schools and landowners.

They may also be called on to provide advice to Council, share updates with their networks, rally community support and, where relevant, get hands-on in the delivery of actions that have been identified within the Place Plans. Council will endeavour to support the community to deliver on the actions. This may be via guidance, funding, or other initiatives either in part or full.

The Ipswich Central Partnership is currently an informal group, however this may be reviewed with the group in due course and either a formal Terms of Reference may be instituted or the group may wish to apply to become incorporated.





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## IPSWICH CENTRE CORE

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### PRECINCT IDENTITY

To strengthen the Ipswich Centre Core precinct as the civic and community heart of Ipswich City. It is a place where people live, work and gather, where local history and heritage is celebrated and future Ipswich culture forged.

### PRECINCT CHARACTER

- Heart of Ipswich
- Strong links to local features and assets
- Places to meet and gather
- Link in the vision from Nicholas Street Activation Plan
- Centre for culture and arts.



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## TOP OF TOWN

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### PRECINCT IDENTITY

A place to showcase fresh local hospitality with a touch of historic elegance and charm. Where locals take friends and visitors for breakfast, lunch and dinner, a place where you feel at home day or night with laneways offering local destinations and hidden local delights.

### PRECINCT CHARACTER

- Local gathering
- Meet with friends for breakfast, lunch and dinner
- Come alive at night every day of the week
- Comfortable and safe
- Laneways with local destinations and hidden local delights
- Showcase local hospitality
- Local festivals.



## PLACE PLAN PILLARS: SHAPE, ACTIVATE, MANAGE

Great places are not made through grand gestures, but by a number of small actions made by many over time. The most successful places have been ones that have avoided business-as-usual approaches to place creation. They have instead considered innovative ways to mobilise local energy and have actively involved local people in how a place is **Shaped, Activated** and **Managed**. It is through this process that we create places people love and feel connected to.

The three pillars for place creation:

### SHAPE

Design and build the private and public realm in collaboration with stakeholders. This is the place canvas.

### ACTIVATE

Prototyping products, delivering interim uses and facilitating events to bring life to spaces of all sizes. This is the incubator model.

### MANAGE

Empower place leaders to take ownership of the sense of place and sustain activity. This is the engine room.



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## PLACE PLAN PROJECTS

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The following section provides a summary of recommended actions for the Ipswich Centre Core/Top of Town Precincts. Recommended actions have been developed using findings from the Ipswich Central Revitalisation engagement, discussions with the Ipswich Central Partnership, Ipswich City Council, stakeholders and additional research and insights from the project team.

A number of actions recommended as part of this strategy are interrelated and have adopted a test, trial and scale approach. For example, a proposed action may suggest a short-term event or pop-up to test a concept prior to investing in a more permanent upgrade or change.

Guiding implementation is the following timeframes and estimated costs.

### TIMING

- Short < 12-months
- Medium 1-2 years
- Long 2-4 years

### COST

- \$ = < \$10,000
- \$\$ = \$10,000 - \$25,000
- \$\$\$ = \$25,000 +

Project cost refers to monetary funds required to bring the project to fruition. It does not include time Council staff will provide through assisting project delivery or latent social capital which may be unlocked through project volunteering.

## PROJECT EVALUATION

To ensure implementation of each Place Plan is evaluated and refined on an ongoing basis, it is proposed that the following regular evaluations occur:

- Place Management Team: Implementation evaluation to occur quarterly. This includes specifying the status of each action four times a year. As the conduit between Council and the Community, the Place Management Team will have a detailed understanding of the priorities from both parties.
- Ipswich Central Partnership: Reflect on implementation, in partnership with the Place Management Team, twice a year.
- Ipswich Central internal Working Group: Progress reviews to be undertaken twice yearly to align with the Partnership review.







## PLACE PLAN PROJECTS - IPSWICH CENTRE CORE

#	Recommendation	Proposed location	Partners	Timing	Cost
SHAPE					
1	<p><b>Creating a sense of arrival</b></p> <p>Defined gateways to mark arrival into the Ipswich Centre Core precinct. Opportunities to explore for creating a sense of arrival include:</p> <ul style="list-style-type: none"> <li>▪ Small or large art installations or structures</li> <li>▪ Landscaping</li> <li>▪ Feature lighting including on structures</li> <li>▪ Pavement and surface treatments</li> <li>▪ Directional signage and wayfinding</li> <li>▪ Landmarks</li> <li>▪ Public art</li> </ul>	<p>Locations to consider:</p> <p>End of David Trumpy Bridge and Bremer Street</p> <p>Western end of Brisbane Street</p> <p>Eastern end of Limestone Street</p> <p>Intersection of Limestone Street and East Street</p>	<p>Council</p> <p>DTMR</p> <p>Ipswich Central Partnership</p> <p>Local Businesses</p> <p>Local artists and creatives</p>	Short - Medium	\$ - \$\$\$
2	<p><b>Network of Living Boulevards</b></p> <p>Streetscape improvements to Brisbane, Bell, East and Limestone Streets to reinforce the unique identity of Ipswich and it's Centre Core, to promote pedestrian comfort, amenity and activation.</p> <p>Develop a 'Centre Core Living Boulevards Strategy' in collaboration with the Ipswich Central Partnership. The objective of the strategy will be to define the role, look and feel of each of these key Ipswich Boulevards and document actions to promote activation.</p> <p>There is an opportunity to test and trial some of these initiatives through small scale tactical projects before progressing to more permanent infrastructure change.</p>	<p>East Street</p> <p>Brisbane Street</p> <p>Bell Street</p> <p>Limestone Street</p>	<p>Council</p> <p>Developers and Private Industries</p> <p>Ipswich Central Partnership</p>	Medium	\$

#	Recommendation	Proposed location	Partners	Timing	Cost
3	<p><b>Develop the Cultural Heart of Ipswich</b></p> <p>The strategic positioning of d'Arcy Doyle place makes it a key connecting thoroughfare for the Centre Core and the perfect place to promote creative activation. Renew d'Arcy Doyle Place to enhance access and awareness of surrounding historical buildings, entry to the Ipswich Art Gallery and Ipswich Civic Centre. The aim is to showcase Ipswich's heritage and culture and to promote d'Arcy Doyle Place, Ipswich Art Gallery, Ipswich Civic Centre and the Nicholas Street Spine (South of Brisbane Street) as the Cultural Heart of Ipswich. Promote the activation of d'Arcy Doyle Place for art exhibitions, installations or cultural performances and continue promoting the area for art, performance and culture. An initial light-touch activation could include a temporary outdoor gallery or performances.</p>	d'Arcy Doyle Place	<p>Ipswich Art Gallery</p> <p>Ipswich Central Partnership</p> <p>Council</p> <p>Civic Centre</p> <p>Community Art Gallery</p>	Short - Medium	\$\$ - \$\$\$
4	<p><b>Activating Bell Street Green</b></p> <p>Utilise the "Bell Street Green" site (corner of Bell Street and Bremer Street) to improve pedestrian connectivity between Tulumur Place and River Heart Parklands.</p> <p>Explore opportunities to codesign this space with members of the community to understand their ideas and aspirations of the space, but also what sorts of programming and activation could bring this key designation to life. *Currently this site is used for construction purposes.</p>	Bell Street Green	<p>Council</p> <p>Ipswich Central Partnership</p> <p>Local businesses</p> <p>Developers</p> <p>Community</p> <p>Nicholas St Precinct</p>	Medium - Long	\$\$
5	<p><b>Community ideas for priority development sites</b></p> <p>Explore opportunities to run a local community ideas competition for key redevelopment sites. Locations could include:</p> <ul style="list-style-type: none"> <li>Transit Centre to maximise the pedestrian and green link between Bell Street and River Heart Parklands</li> <li>Refurbishment of the Ipswich Train Station, the Health Plaza Building and Bell Street to establish an improved public transport hub</li> <li>Olga Street precinct as a signature redevelopment site to facilitate improved pedestrian connectivity between Bell Street, Ipswich Train Station and River Heart Parkland</li> </ul>	Bell Street, Bremer Street, King Edward Parade	<p>Ipswich Central Partnership</p> <p>Community</p> <p>Council</p> <p>Developers</p> <p>Local creatives and artists</p>	Short - Long	\$ - \$\$\$

#	Recommendation	Proposed location	Partners	Timing	Cost
6	<p><b>Activating Ipswich's Laneways</b></p> <p>Establish a network of laneways to promote interblock connectivity and opportunities for outdoor dining.</p> <p>Spaces to consider linking include:</p> <ul style="list-style-type: none"> <li>▪ Bell Street</li> <li>▪ Cribb &amp; Foote Lane</li> <li>▪ Bottle Alley</li> <li>▪ Lane between Brisbane Street and the Art Gallery</li> </ul> <p>Enhance the user experience of travelling through these spaces through small-scale place improvements and locally and trader-led activations along with creative wayfinding that encourages you to move through the network. This action could follow after some initial trial events as more people return to the Centre Core.</p>	Bell Street, Cribb & Foote Lane, Bottle Alley, Lane between Brisbane Street and the Art Gallery	<p>Ipswich Central Partnership</p> <p>Local Businesses</p> <p>Local Developers</p> <p>Local artists and creatives</p> <p>Council</p>	Medium	\$\$ - \$\$\$
7	<p><b>Improving connectivity for active transport</b></p> <p>Codesign process between Council and community to determine priorities and preferred routes, building upon the strategies already being developed by Council</p> <ul style="list-style-type: none"> <li>▪ Improve cycle connectivity from Bradfield Bridge through to Denmark Hill and Queens Park without having to negotiate the Nicholas Street Precinct.</li> <li>▪ Encourage pedestrians to move through Nicholas Street Precinct to improve economic benefit for local businesses.</li> <li>▪ Improve pedestrian connectivity between Tulumur Place and Bremer Street and onto River Heart Parklands.</li> <li>▪ Improve pedestrian connectivity and amenity along Bremer Street, maximising its proximity to the Bremer River and River Heart Parklands.</li> <li>▪ Establish a pedestrian bridge link between North Ipswich Reserve and King Edward Parade to improve connectivity between these two future developing precincts.</li> </ul>	Whole precinct	<p>Council</p> <p>Ipswich Central Partnership</p> <p>State Government</p> <p>Local Business</p>	Medium - Long	\$\$\$





#	Recommendation	Proposed location	Partners	Timing	Cost
ACTIVATE					
8	<b>Activating Vacant Storefronts</b>  Improve the aesthetics of vacant storefronts and their contribution to the public realm through the use of sticker decal activations. This can be done either as purely aesthetic improvements by engaging local artists to design large scale sticker decals or installations for display in vacant stores. Alternatively, windows can be used to display the wares of online makers and retailers. Quick Response (QR) codes accompanying the installation can be used by passers by to find out more about the products, services or to make a purchase via their online store.	Precinct wide	Local real estate agents  Building owners  Local artists or schools to complete the artworks  Ipswich Central Partnership  Council	Short	\$\$
9	<b>Sunday Farmers Market</b>  Enjoy a morning in Ipswich Central, whilst completing your weekly shop and supporting local growers and suppliers. Encourage a regular, fortnightly, farmers market to operate in the Centre Core. There is also an opportunity to explore Walking Markets, a series of smaller markets in key locations linked by pedestrian orientated paths and streets that could complement those more centrally located. Regular markets should be coordinated with existing brick and mortar stores. This could include encouraging them to have a stall, or to open during the markets. A further suggestion to scale the initiative could be to expand the area the markets can take place.	Nicholas Street Precinct  Market Square Park  Brisbane Street  Limestone Street	Ipswich Central Partnership  Market or events coordinator  Council	Short - Medium	\$\$
10	<b>Pop-up Laneway Bar</b>  Explore an opportunity to engage a local business or community group to operate a temporary, pop-up bar in one of the Ipswich Laneways. This initiative will test the use of the laneway spaces for events and will provide evening activation in the CBD. To improve the appeal of these spaces creative lighting options will need to be explored. It will also provide an opportunity for a business to test the business idea before investing in a permanent brick and mortar premises. Should it be deemed that the Ipswich Laneways are not an appropriate location, the group could consider other locations including local open spaces or in vacant stores.	Cribb & Foote Lane  Bottle Alley  Lane between Brisbane Street and Art Gallery	Local Business or entrepreneur  Council (for permit approvals)	Medium	\$

#	Recommendation	Proposed location	Partners	Timing	Cost
11	<p><b>Cycle and Scoot Ipswich</b></p> <p>What better way to explore Ipswich than on two wheels. This cycling tour not only encourages physical activity, it also encourages people of all ages to explore the hidden gems in and around Ipswich Central. This can be self-organised and coordinated by volunteers informally.</p> <p>Work with local bike shops and transport authorities to engage locals and visitors in the initiative and to ensure that the infrastructure provided is supportive of these activities. E.g. making sure there are bike racks in appropriate locations.</p>	Whole of precinct	Volunteers Ipswich Central Partnership Council	Short	\$
12	<p><b>Night Markets</b></p> <p>Promote the trial of a pop-up night market in Ipswich Central area with food stalls and music. This trial event will be for all ages and will encourage evening visitation to the area. There is an opportunity to involve local businesses in the event by encouraging them to have a pop-up stall. Explore different spaces for this to take place that are weather appropriate.</p> <p><i>"Bring back DJs and dance floors and jazz bars and spaces where people of all ages can relax or get up and groove".</i></p>	Public car parks Vacant Sites Nicholas Street Precinct	Market Coordinator Local Business or entrepreneur Council	Short - Medium	\$\$
13	<p><b>Picnic in the Park</b></p> <p>Host an event where the community can visit Market Square Park with a picnic. Invite local theatre groups, music ensembles or dance schools to put on a performance in the space. Not only will it allow these groups to practice playing to crowds, it will showcase local Ipswich talent.</p> <p>This event could also be hosted as a fundraiser through a gold-coin donation on arrival or to cover the costs associated with bumping in a temporary stage.</p> <p>After an initial trial, an 'Event Plan in a Box' guide could be created to streamline the process and make it easier for community groups to roll out events without Council needing to be heavily involved.</p>	Market Square Park Timothy Moloney Park d'Arcy Doyle Place	Ipswich Central Partnership Local theatre groups, music ensembles and dance schools Council	Medium	\$



#	Recommendation	Proposed location	Partners	Timing	Cost
14	<p><b>Ipswich Eisteddfod moves outdoors</b></p> <p>Ipswich has a wonderful Eisteddfod, but we would like to activate the Centre Core by taking their performances outdoors and showcasing their talent.</p> <p>This event will include music and performance but also work with local businesses and have pop-up food stalls for patrons to enjoy. Also encourage businesses to stay open to support the event and it could encourage visitation from the wider Ipswich area.</p> <p>* Suggested term 3, 2022.</p>	<p>Tulmur Place</p> <p>Nicholas Street Precinct</p>	<p>Eisteddfod Organisation</p> <p>Dance schools</p> <p>Local schools</p> <p>Musicians schools of music, choirs and theatre</p> <p>Council (to support with locations)</p>	Medium	\$
15	<p><b>Co-Designing Youth Events</b></p> <p>Engage the young people of Ipswich in a co-design session to understand what sorts of events and activations they would be interested in participating in.</p> <p>This will assist in refining actions that youth are not only interested in attending, but that they may be interested in getting involved in the programming or delivering. Suggestions raised during project engagement included arcade style games or DJ events.</p>	<p>Whole of Precinct</p>	<p>Ipswich Youth</p> <p>Ipswich Youth Advisory Council</p> <p>Local schools</p> <p>Sports teams</p> <p>Youth-focused community service providers</p> <p>Ipswich Central Partnership</p> <p>Council</p> <p>USQ</p>	Short	\$
16	<p><b>Handmade Expo Markets</b></p> <p>Continue supporting local handmade markets to operate in the Nicholas Street Precinct monthly. This highly successful market not only attracts people into the, but supports local creatives and makers. Explore opportunities to involve creatives who participate in the markets in other initiatives proposed within the Place Plans. Also explore opportunities to link this event with other activations in Ipswich including pop-up food stalls and music.</p>	<p>Nicholas Street Precinct</p>	<p>Market organisers</p> <p>Local Creatives</p> <p>Small business</p>	Short	\$



#	Recommendation	Proposed location	Partners	Timing	Cost
17	<p><b>Christmas in Ipswich</b></p> <p>Council is currently exploring opportunities to host a Christmas-oriented event in the Nicholas Street Precinct. To ensure the event is well attended and resonates with the local community, it is important to involve them in the planning and delivery of the event. Recommendations include working with local businesses and creatives to host a Christmas market accompanied by live music, food and beverage opportunities. This will promote people to come and visit Ipswich Central and support traders as locals are encouraged to shop from Ipswich businesses rather than opting to purchase online. It is also recommended that complementary events are explored that can run alongside this main event in other precincts. The process of developing the initiative will ensure it resonates with the community of Ipswich: Look at Christmas 2022</p>	Whole of Precinct	<p>Local Businesses</p> <p>Ipswich Central Partnership</p> <p>Event organisers</p> <p>Council Events Team</p> <p>Explore sponsorship packages</p>	Medium	\$ - \$\$\$ depending on sponsorship and partnerships



## PLACE PLAN PROJECTS - TOP OF TOWN

#	Recommendation	Proposed location	Partners	Timing	Cost
SHAPE					
1	<p><b>Creating a sense of arrival</b></p> <p>Currently, the Top of Town Precinct lacks a distinctive arrival point when travelling from different destinations. Establish a primary gateway at the intersection of Brisbane and Burnett Streets to mark a sense of arrival into the Top of Town precinct. Also consider establishing a secondary gateway/landmark at the intersection of Brisbane and Waghorn Streets and Brisbane and Ellenborough Streets to mark arrival and reinforce the identity of the Top of Town precinct.</p> <p>Opportunities to explore for creating a sense of arrival include:</p> <ul style="list-style-type: none"> <li>▪ Small or large art installations</li> <li>▪ Landscaping to the intersection</li> <li>▪ Feature lighting</li> <li>▪ Pavement and surface treatments</li> </ul>	<p>Intersection of:</p> <ul style="list-style-type: none"> <li>▪ Brisbane and Burnett Streets</li> <li>▪ Brisbane and Waghorn Streets</li> <li>▪ Brisbane and Ellenborough Streets</li> </ul>	<p>Council</p> <p>DTMR</p> <p>Ipswich Central Partnership</p> <p>Local Businesses</p> <p>Local artists and creatives</p>	Short	\$\$ - \$\$\$
2	<p><b>Brisbane Street Refresh</b></p> <p>Refresh the look and feel of Brisbane Street and improve the street aesthetic through streetscape embellishments that will reinforce the precinct's unique identity. Embellishments could include a mixture of:</p> <ul style="list-style-type: none"> <li>▪ Pavements</li> <li>▪ Furniture</li> <li>▪ Planters</li> <li>▪ Landscape walls</li> </ul> <p>There is an opportunity to test and trial some of these initiatives through small scale tactical projects before progressing to more permanent infrastructure change.</p>	Brisbane Street	<p>Council</p> <p>Local Businesses</p> <p>Ipswich Central Partnership</p>	Medium	\$\$ - \$\$\$

#	Recommendation	Proposed location	Partners	Timing	Cost
3	<b>Creating a comfortable pedestrian environment</b> Improve pedestrian amenity along Limestone Street with increased provision for shade. Explore a range of interventions including canopy trees, living arbours or similar planted structures.	Limestone Street	Council Ipswich Central Partnership Local Businesses	Medium	\$\$ - \$\$\$
4	<b>Showcasing the local identity</b> The Top of Town Precinct is well known for its heritage building facades and awnings. Reinforce this identity and create streetscape consistency through hard elements such as including furniture and pavement treatments. Uniformity in design can be achieved on a range of scales including small changes and it is important to align this with the local identity of the area.	Top of Town	Council Ipswich Central Partnership Local Businesses	Medium - Long	\$\$ - \$\$\$
5	<b>Facilitating temporary use and pop-ups</b> Explore opportunities to install pop-up bollards in different locations throughout the precinct. This will better enable the temporary closure of streets or sectioning off of areas for events and activations.  <i>"Food and wine festival in town amongst the backdrop of historical buildings with live music scattered throughout. Have pop up stalls through the streets where people can taste and buy local and regional produce and enjoy the day in an almost 'picnic in the city' style setting."</i>	Whole of Precinct	Council Ipswich Central Partnership Local Businesses	Medium - Long	\$\$ - \$\$\$
6	<b>Creating places for people, not cars</b> Explore opportunities for the reallocation of spaces currently designated for cars, to be places for people. This could include the reconfiguration of some car parking bays to create spaces for siting and dining.  It is recommended that a tactical urbanism approach is adopted to test and trial alternative configurations before investing in permanent infrastructure change. This could also include temporarily closing streets for one-off events to test parking requirements and creating more space for pedestrians. This also presents an opportunity to gain stakeholder support and refine the design before investing in permanent infrastructure change. Ensure detailed consultation is done with businesses and community prior to making these changes. This will also assist in identifying appropriate locations for the project pilot. Pilot initiatives could tie in with larger global events including Park(ing) Day.	Whole of Precinct	Council Ipswich Central Partnership Local Businesses	Short - Long	\$\$ - \$\$\$



#	Recommendation	Proposed location	Partners	Timing	Cost
7	<p><b>Activating Ipswich laneways</b></p> <p>The Top of Town laneways and carpark create a unique opportunity not only to create an enjoyable experience for people using them as thoroughfares, but as a space for activation. Encourage the use of laneways and rear car parking for permanent and temporary uses such as outdoor dining and bars, trader events and pop-ups. Small scale place improvements including lighting, facade treatments and furniture will improve the aesthetic appeal of these spaces. There are also opportunities to link in other project actions and involve the local community in the design and activation of these spaces.</p>	Laneways between Brisbane St and Limestone St	Building owners Local Business Ipswich Central Partnership Community Schools Local creatives and artists Council	Short - Medium	\$\$ - \$\$\$
8	<p><b>Exploring Top of Town</b></p> <p>Develop and implement an Art, Interpretation and Wayfinding strategy across the precinct to reinforce local history, heritage, arts and culture. For example, explore creative ways to encourage visitors to explore and learn more about the rich rail history in Ipswich.</p> <p>Designated Art and Heritage trail supported by creative wayfinding, QR code signage and audio trails. Explore opportunities to have a QR code activated historical tour throughout Ipswich. Explore the heritage and history of businesses, buildings and people within Ipswich Central. This could include history that is well documented and known, but also more nuanced personal stories from locals. The first iteration of this could be done in a light-touch way, with more permanent fixtures coming in future stages. Static signage could also be accompanied by interpretive artworks or audio story trails. In addition, explore opportunities for creative wayfinding and signage to encourage pedestrians to move through less highly trafficked areas including laneway thoroughfares. This could include the backs of buildings and grittier areas of Ipswich which are often just as interesting as the front.</p>	Top of Town	Building owners and tenants Local Business Picture Ipswich Historical groups Historical Library Ipswich Historical Society Council	Short	\$\$ - \$\$\$



#	Recommendation	Proposed location	Partners	Timing	Cost
9	<b>Light up the Top of Town</b> Develop and implement a feature lighting strategy across the precinct to bring Brisbane Street to life in the evening. Feature lighting embellishments may include catenary lighting, bud lighting to trees, façade lighting and projection lighting. Work with the Ipswich Central Partnership and local businesses to identify where these lights would be best positioned. This partnership will also assist in gaining permissions should some of the lighting need to be fixed onto existing buildings. The process could also encourage individual businesses to light up their building. In the short term explore opportunities to use fairy lights to light up the top, middle and bottom of Brisbane Street.	Whole of Precinct	Building owners Local Business Ipswich Central Partnership Council	Short - Medium	\$ - \$\$\$
10	<b>Build on works done to date</b> Build upon the success and momentum of the façade improvement program with a follow-up program to assist in activating and enhancing the streetscape environment.	Whole of Precinct	Council	Short	\$ - \$\$\$
<b>ACTIVATE</b>					
11	<b>Pop-up creative enterprise</b> Opportunity for a small enterprise hub to be established in one of the empty storefronts along Brisbane Street. The project could begin by being coordinated by Council in the first six (6) months. Once the project gains momentum, Council could take a step back with someone stepping into the role as an independent coordinator. It is recommended to have one manager to facilitate the project and coordinate creatives. Note: The premises will need to be accessible and highly visible to passing foot traffic.	Brisbane Street	Local real estate agents Building owners Local creatives and small businesses looking to trial a brick and mortar store Ipswich Central Partnership Council	Short	\$

#	Recommendation	Proposed location	Partners	Timing	Cost
12	<b>Local Business Showcase</b>  Small businesses know better than anyone that a picture tells a thousand words. Action 12 proposes to run a photography competition where local photographers are encouraged to take pictures of businesses in the Top of Town precinct. Images will be shown through an exhibition and can be used by Council for promotion material as well as to develop short trader profiles to promote each of the participating organisations. Putting a face to the business will help to build local rapport amongst the community and encourage people to shop local. Outcomes from this exercise can also be used to reach out to promotional platforms.	Whole of Precinct	Local photographers  Chambers of Commerce  Local businesses  Ipswich Central Partnership  Discover Ipswich	Short	\$
13	<b>Twilight Wine and Dine Soiree</b>  Host a twilight food and wine market in partnership with local businesses and producers. Enjoy a glass of wine and a bite to eat while browsing local providers offering take-home goods. With the backdrop of the Brisbane Street historic facades, the bespoke event will include pop-up stalls and live music, attracting attendees from Ipswich and beyond. Explore creative and temporary opportunities to do this including roaming dinners where local businesses are encouraged to partner to create a three-course dining experience across Top of Town. An additional suggestion was to also include music or short films as part of the project.	Brisbane Street or West Street	Council  Ipswich Central Partnership  Independent event organiser  Local businesses and producers.	Medium	\$\$
14	<b>Shop Front Competition</b>  Collaborate with traders in the Top of Town precinct to run a shop front competition. Coordinated by the Ipswich Central Partnership, this event could be a great way to bring activation to the streets of Ipswich, within the boundaries of private property. It could also be run as a competition with a guest panel of judges to incentivise participation. Work collaboratively with locals to determine what the theme is and it could rotate yearly.	Top of Town	Local Businesses  Ipswich Central Partnership	Short	\$



#	Recommendation	Proposed location	Partners	Timing	Cost
15	<b>Modern Flea Market + Goods Exchange</b>  Host a flea market event in Top of Town. Not only is this an opportunity to give your unused belongings a second life, but it also improves the activation of the main streets as people flock to the local area. The nature of the event will have a vintage, bespoke feel to tie in with the identity of the precinct. Local creatives could also be encouraged to use the day as an opportunity to sell home made goods, potentially testing a business idea. Additionally, businesses open on the day benefit due to the increased foot-traffic to the centre. Should the event reach a scale where it is feasible to do so, explore opportunities to temporarily close the street to through traffic.	Brisbane Street  West Street	Local Business  Community  Ipswich Central Partnership  Council	Medium	\$
16	<b>Long Table Event</b>  Host a long table event in different locations throughout Top of Town and the Ipswich Central area. This could begin as an annual ticketed event. The dinner itself would feature local produce and local restaurants and cafes. Explore options on ticketing and sponsorship. Work with Council to explore unique locations the dinner could take place create a memorable experience for attendees.	Top of Town	Local Restaurants, Cafes, Businesses and Suppliers  Event organiser  Ipswich Central Partnership  Council	Medium	\$\$
17	<b>Car Enthusiast Meet-ups, Lapping</b>  During consultation, the history of ‘lapping’ was raised on a number of occasions. Celebrate the proud local car culture in Ipswich through regular events. This will be an opportunity for like-minded car enthusiasts to come together, connect and share their common interest. Work with local police and event organisers to specify a route for participants. Complement the event with live music and engage local businesses to provide food specials. Explore opportunities for a car spares swap and sell events and temporary activations to complement this. Leverage the Planes, Trains and Automobiles event already organised by the Ipswich City Council Events team.	Public Car Parks  West Street  Brisbane Street	Local car enthusiasts  Police  Local Businesses  Ipswich Central Partnership  Council	Short	\$



#	Recommendation	Proposed location	Partners	Timing	Cost
18	<b>Projection Festival to activate and showcase heritage building facades</b>  Tying in with the Spark Festival, expand the opportunities to light up the heritage facades in the Top of Town through temporary projections. Work with local businesses to provide complementary offerings to the festival and capture the increased footfall that the festival brings.	Top of Town	Spark Festival Local Business Ipswich Central Partnership Council	Short	\$\$
19	<b>Historical Open House</b>  Encourage participation of Ipswich businesses and building owners in the annual Open House program. This would include tours of historical buildings and infrastructure in and around the Top of Town precinct as well as showcasing heritage cars, clothing and other relevant products.	Top of Town and surrounds  Ipswich Central	Open House Ipswich Central Partnership Building Owners Council Local Business	Short	\$\$

## PRECINCT WIDE ACTIONS

#	Recommendation	Partners	Timing	Cost
MANAGE				
1	<b>Digitise the Ipswich Central Plans</b> <p>Create an independent, interactive project page for the Ipswich Central Place Plans. This page will not only house project documents, but will be a place for locals to come to learn about what is happening in Ipswich and to track the plan's implementation over time. Other capabilities that could potentially be included as part of the platform:</p> <ul style="list-style-type: none"> <li>Map displaying where projects have been implemented including project pictures.</li> <li>A What's On page where local businesses can submit their events or programs to be promoted.</li> <li>Shop local campaign where traders can share their businesses offering and events and projects that are happening in and around town.</li> <li>Ability for community to 'volunteer' to be involved generally or with a specific project of interest.</li> </ul>	Council Chamber of Commerce Local Businesses Ipswich Central Partnership Discover Ipswich	Short	\$\$
2	<b>Spending money locally</b> <p>Explore creative initiatives that encourage people to shop locally. This could be a traditional shop local campaign including brochures and online material that showcases the offerings of different stores. More creative initiatives could include the creation of Ipswich Dollar tokens. Examples of this include the Brixton Pound where a community created their own currency aimed at keeping money invested locally.</p>	Council Local Business Chamber of Commerce	Medium	\$\$ - \$\$\$
3	<b>New Business Incentives</b> <p>Support new businesses to move into empty buildings. Review regulation requirements which may currently be preventing businesses from opening in Ipswich Central.</p>	Council Local Business Chamber of Commerce	Short	\$



#	Recommendation	Partners	Timing	Cost
4	<b>Shop-Top Living</b> Encourage the activation of second story tenancies for shop-top living or short-term rental accommodation. Council to review heritage requirements to better incentivise refurbishment by landlords and tenants.	Council Building Owners Local Businesses	Medium	\$
5	<b>Creating the Enabling Environment</b> Revise processes and barriers to better enable and support community-led initiatives. This includes opportunities to better facilitate temporary pop-ups and activations as well as more permanent infrastructure change including the refurbishment of heritage buildings for appropriate reuse. Work with the Ipswich Central Partnership and local businesses to understand barriers they face and what red-tape should be addressed.	Council Ipswich Central Partnership Local Businesses Building Owners Chamber of Commerce	Short	\$
6	<b>Promoting Ipswich, Adventure Mapping</b> Create a short promotional flier detailing businesses and organisations in Ipswich. This could build off the work done in the Top of Town Place Plan to document local businesses along with activities and attractions in and around town. This flier can be made available in local retailers and also online to encourage people to come and explore Ipswich.	Ipswich Central Partnership Chamber of Commerce Local Businesses Discover Ipswich	Short	\$
7	<b>Enabling Footpath Dining and Trading</b> Cut red tape and remove barriers that prevent local business from displaying their wares on the footpath and offering footpath dining. In the short term and to promote the initiative, it could be run as a pilot where Council waives all footpath dining permit and providing table and chairs for the required for three (3) months over the Summer. This exercise will allow businesses to experience the benefits of footpath dining and trading, whilst allowing Council to streamline their approvals process to make it easier and more straightforward.	Council Local Businesses Chamber of Commerce	Short	\$\$
8	<b>Explore Strategic Partnerships for Activations</b> Consider opportunities to partner with local TAFE's, Universities, social enterprises and other organisations in the delivery of revitalisation activations and activities. To assist in project delivery, Council could explore opportunities to provide seed funding for project delivery.	Ipswich Central Partnership Council Local organisations, TAFEs and Universities	Medium	\$



#	Recommendation	Partners	Timing	Cost
9	<p><b>Measure the impact and change over time</b></p> <p>Measurement is the key to understanding not only the outcomes of a project, but what worked well and what you would do differently if it was to run again. It is recommended that Council, in partnership with local stakeholders, collect baseline place measurements to track progress over time. Additionally, it is recommended that different measurement initiatives are integrated into different projects. It does not need to be Council who delivers all measurement activities. For example, if trialling Action 7 in Manage, Council could encourage local businesses to undertake a simple survey or voting activity with customers regarding their experience with footpath dining.</p>	<p>Council</p> <p>Place Management Team</p> <p>Local Businesses</p> <p>Ipswich Central Partnership</p>	Short	\$ - \$\$
10	<p><b>Exploring Public, Private Partnerships</b></p> <p>Maximise opportunities presented by private redevelopment sites to revitalise and activate the streetscape and urban fabric at ground level. (Hotel on the corner of Limestone and East Streets; site on the corner of Brisbane &amp; Limestone Streets).</p> <p>Ideas to help facilitate may include:</p> <ul style="list-style-type: none"> <li>Developer incentives</li> <li>EOI from interested parties</li> </ul>	<p>Council</p> <p>Developers</p> <p>Private Industries</p> <p>Chamber of Commerce</p>	Short	\$ - \$\$\$
11	<p><b>Community-led Placemaking Handbook</b></p> <p>Develop a short one pager that provides tips and recommendations for community members looking to run their own project. This might include things for the group to consider as well as an overview of permissions required and options to explore for funding.</p>	<p>Council</p> <p>Ipswich Central Partnership</p>	Short	\$
12	<p><b>Review events processes for Tulumur Place</b></p> <p>Review current processes, including bump-in and out guides, to make it easy and quick for suppliers and stall holders to enter the site, set-up and pack-down.</p> <p>Review cancellation policy and inclement weather contingency plans to prevent regular cancellation of events.</p> <p>Review design of the space by the Qld Government Architects Office.</p>	<p>Council</p> <p>Market coordinators</p> <p>Stallholders</p>	Short	\$

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## LEAD PROJECTS

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Lead projects have been developed by the Ipswich Central Partnership during their second workshop. The objective of the lead projects are to have a ready-to-deliver concept idea that demonstrates the Place Plan in action. Lead projects meet a number of recommendations made in the Place Plans as well as unlock latent capital within each of the areas of interest. Actions are proposed to be delivered by the Ipswich Central Partnership with support from Ipswich City Council, specifically the Place Management Team, and the Ipswich Central Partnership, local businesses and community members. The ideas identified will continue to change and evolve as they progress toward implementation.





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## LIVING BREATHING GALLERY

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### IPSWICH CENTRE CORE

The living breathing gallery concept is about encouraging people to visit Ipswich Centre Core and creating a sense of arrival, through creative artworks and markers. This project looks to address this on two scales. One is looking at bold initiatives in streets such as Bell Street and Limestone Street, that will encourage people to visit and capture the moment on social media to share with friends. One suggestion was a large-scale mural or painting all the street furniture one colour. This bold focus will be balanced with smaller initiatives including artworks, installations, pavement art and digital opportunities through streets such as Bell, Limestone and Brisbane Street. These smaller moments will create interest for visitors as they move in and around the streets.

A further action the group discussed involved greening the Centre Core through pop-up gardens and trees in strategic locations such as Limestone Street, where there are currently no trees.

Overall the main objective of the group was to bring people back into Ipswich Central.

### WHY?

- Improve perceptions of safety during the day and at night through activation
- Encourage more people to visit the City Centre outside peak times such as weeknights
- Share the history of Ipswich Central as well as showcasing different features
- Involve local creatives
- Demonstrate the benefits of Inner City living
- Establish as the heart for community gathering

### AREA OF FOCUS

- Key locations at Bell Street (through to Bremer Street), Limestone Street, Brisbane Street, East Street and surrounds

### YOUR PEOPLE

- Volunteers
- Local businesses

### TARGET AUDIENCE

- Residents and their networks
- 'Day trippers' and people from surrounding places who are curious about Ipswich

### PLACE PLAN ACTIONS

- 1. Creating a Sense of Arrival
- 3. Develop the Cultural Heart of Ipswich
- 6. Activating Ipswich Laneways



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## EXPLORING THE TOP OF TOWN

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### TOP OF TOWN PRECINCT

The 'Exploring Top of Town' Action focuses on showcasing the city through an art and history trail. The bones of the project are already in place, being the beautiful heritage buildings. A Quick Response (QR) activated trail will tell the stories and history of these buildings creating a unique experience for visitors as they move through the Top of Town. Depending on funding opportunities, a further iteration of the project could include the use of Virtual Reality (VR) allowing users to see what the building used to look like through historical imagery.

"We have a story to tell, we always have". This project will allow it to be told easily and effectively.

Not only will this project bring the people of Ipswich back into the City Centre, but also people from out of town and the wider SEQ region. More people moving in and around the Top of Town will positively benefit the local businesses through increased footfall and may even encourage new businesses to open up.

This project will draw people back into Ipswich Central and will encourage them to come back and bring their friends!

In the longer term, the Ipswich Central Partnership was also interested to build on this project to explore ways to create places for people, not cars.

### WHY?

- Improve the evening economy
- Showcase the identity of Top of Town and its history and heritage
- Create a destination
- Strengthen community connection and sense of place

### AREA OF FOCUS

- Top of Town precinct using back and front of buildings and the laneways between.

### YOUR PEOPLE

- |                   |  |
|-------------------|--|
| ▪ Building owners | ▪ Historic Society                                   |
| ▪ Art Time        | ▪ Tour organisers                                    |
| ▪ Arts Alive      | ▪ Council: Events, Tourism, Picture Ipswich, Traffic |
| ▪ Arts Society    | ▪ Environmental Groups                               |
| ▪ Arts Connect    | ▪ Local Businesses                                   |
| ▪ Lost Ipswich    | ▪ Community construction group: Mens Shed, TAFE etc. |
| ▪ Historians      |  |

### TARGET AUDIENCE

- Ipswich Community
- Wider SEQ Region
- Demographic 30-60 years old

### PLACE PLAN ACTIONS

- 6. Places for people not cars
- 8. Exploring Top of Town



RELEASE YOUR INNER *picasso*

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