



# Ipswich

2008 REGIONAL CENTRE STRATEGY

# Master Plan

**Vision without action is merely a dream.  
Action without vision just passes the time.  
Vision with action can change the world.**

Joel A. Barker

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# IPSWICH REGIONAL CENTRE STRATEGY MASTER PLAN

DRAFT FINAL for Taskforce endorsement

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and

IPSWICH CITY COUNCIL

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Figure 1.0 - Illustrative Master Plan

1.0 Introduction

In recognition of the strategic importance and outstanding revitalisation opportunities that exist within the Ipswich Regional Centre, The State Government and Ipswich City Council have appointed a consortium led by design, economics, and planning specialists Urbis to prepare this master plan as part of a suite of wider revitalisation activities. This document seeks to provide a coherent and exciting vision for the centre and sets out in detail a plan for the evolution of Ipswich Centre into a truly world class city that is both independently successful and that contributes to the overall vibrancy and sustainability of the region.

The content of this master plan represents an ‘ultimate’ development scenario and should be considered in the context of forecast population growth for the centre which will see it grow from around 150,000 people at present to around 350,000 people by the year the 2026.


1.1 Ipswich Regional Centre Strategy and Action Plan

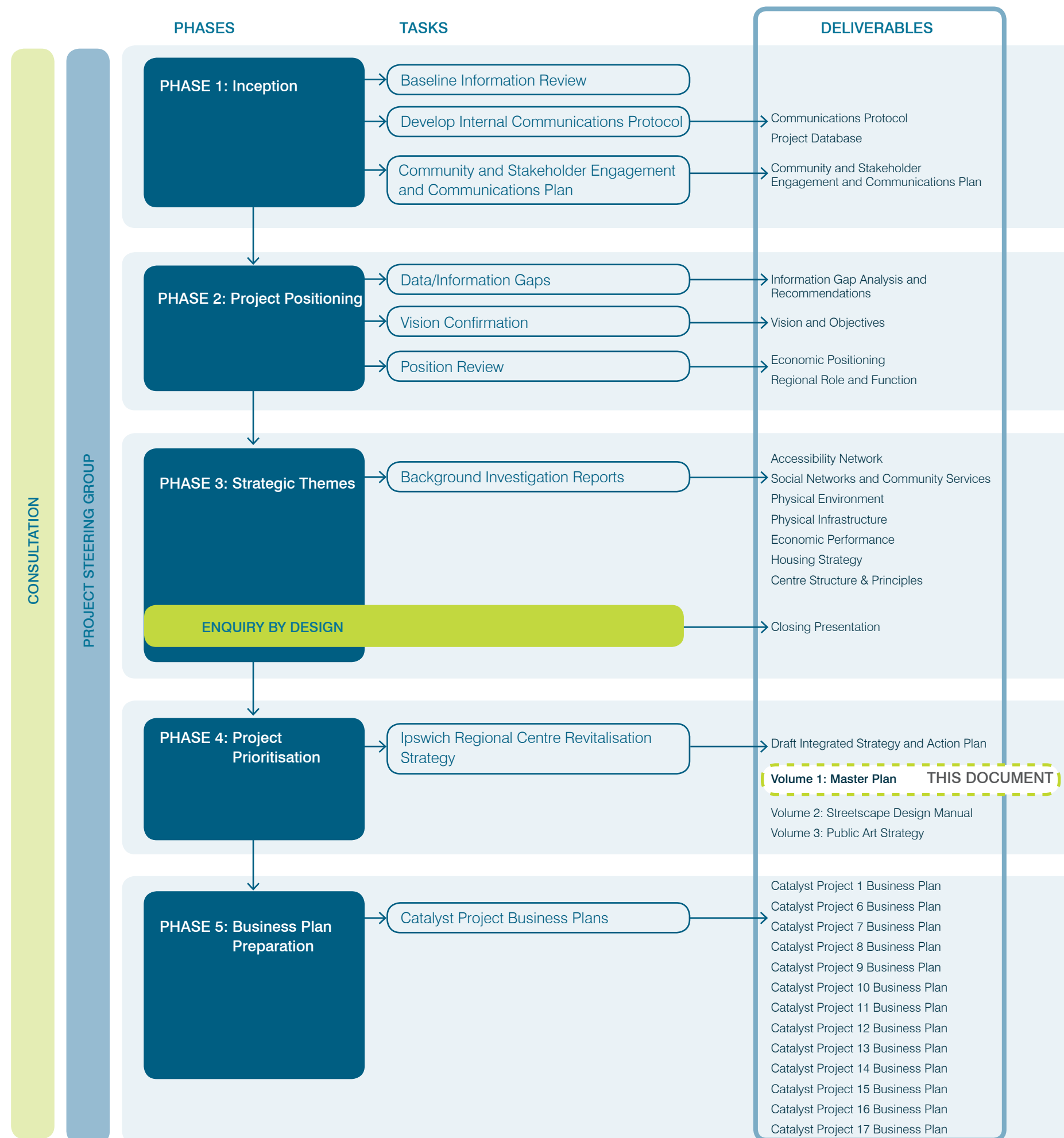
This master plan has been informed directly by, and has been developed in parallel with, the ‘Ipswich Regional Centre Strategy: Integrated Strategy and Action Plan’ (ISAP). The ISAP is the result of a rigorous consultation and technical process and has galvanised key stakeholders toward achieving 17 catalytic projects and an overall integrated framework comprising of 158 actions. These projects, once realised, will underpin the investment and change required to secure a prosperous future for the centre and provide the magnetism needed to successfully realise the ‘Western Corridor’ identified in the ‘South East Queensland Regional Plan’.

This master plan is, in itself, one of the 17 catalytic projects and is seen to be critical to creating the momentum and certainty required to realise the ambition of positioning the centre as the vibrant regional activity centre for the Western Corridor.

Figure 1.1 describes broadly the key stages that have been undertaken in developing the ‘Ipswich Regional Centre Strategy: Integrated Strategy and Action Plan’. Further information in relation to this process is available within that document.

Table 1.1 Extract from Ipswich Regional Centre Strategy: Integrated Strategy and Action Plan - Catalytic Project Number 5

Project No.	Associated Principles	Strategy Description
5		Develop a master plan that outlines the strategic framework and overarching principles for the Ipswich Regional Centre, including pedestrian connectivity, green space networks and view corridors. This includes a detailed master plan, streetscape design manual (including a Boulevard / Main Street Network) and public art strategy for the Ipswich Regional Centre.



## 1.2 Master Planning Process

This master plan has been prepared within a framework of collaboration and relied heavily on the passion and commitment of government, key stakeholders, and the people of Ipswich. Figure 1.1 provides a diagrammatic representation of the master planning process and, to assist in interpretation, is described further below.

- **Background Research:** The team of designers, transport specialists, economists, urban and social planners and landscape architects has undertaken a wide range of background research which has formed the basis for the master plan presented in this document. The quantum of work associated with this early phase is too detailed to list here and is accounted for within the Ipswich Regional Centre Strategy Integrated Strategy and Action Plan'.
- **Regional Positioning:** An important early stage of work has been to propose, test, and confirm the regional role and function of Ipswich as the Principal Activity Centre for the Western Growth Corridor.
- **Early Consultations:** Key Stakeholders and Technical officers were consulted early in the process to confirm or challenge the emerging results of the analysis and design process.
- **Enquiry by Design:** During July of 2007 a week long Enquiry By Design (EBD) forum was undertaken and led by specialists DPZ Pacific and Roberts Day. The results of the background technical studies were fed into the process with the result being that a number of key centre wide 'structuring' initiatives were agreed and taken through into the final master plan.
- **7 Strategic Themes to 5 Principles:** Technical investigations, regional positioning activities, and the EBD were all undertaken within a framework of '7 strategic themes'. Although useful throughout the project, the themes were translated into 5 multi dimensional principles that form the foundation for the 'Integrated Strategy and Action Plans' and this document. The 5 principles, as they relate to the master plan, are articulated in Section 03.
- **Key Revitalisation Areas:** A combination of consultation, economic positioning, and iterative design led decision making has identified 8 Key Revitalisation Areas which form the focus for the master plan and provide the overall framework for change in the centre.
- **Centre Wide Design:** A process of integrated 'centre wide' design has been undertaken to ensure a seamless approach to the development of each Key Revitalisation Areas and to provide a coherent overall direction to the more detailed design processes. Section 04 details the 'Key Centre Wide Strategies'.

Figure 1.1 - Process Diagram



- **Stakeholder Engagement:** A range of stakeholder and community engagement processes have been undertaken during the evolution of the master plan, the results of which have directly informed the content and direction of the plan. The ISAP outlines this process in more detail.
- **Detailed Master Planning Design:** The more detailed aspects of the master plan, as they relate to the design and structuring of each Key Revitalisation Area, has been undertaken in a collaborative environment and has been the subject of iterative refinement over the life of the design process.
- **Endorsement:** The master plan has been endorsed at key stages in its development by: Ipswich Centre Taskforce, Ipswich Centre Steering Committee, Technical Officers from State and Local Government and Stakeholder Reference Group.

### 1.3 Role of the Master Plan

The master plan aims to provide a compelling and deliverable framework for the development of the centre over the coming decades with an emphasis on capitalising on the existing strengths of the centre and seizing current opportunities as a way of building the required momentum. Key objectives of the master plan include:

- To spatially integrate the strategies, actions, and catalytic projects identified in the ISAP;
- To manifest, as physical form, the desires of key stakeholders and the community expressed during the extensive consultation process;
- To set clear benchmarks in relation to design, development, public space and environmental quality that will ultimately be critical success factors in the ongoing prosperity and attractiveness of the centre;
- To provide certainty to both the public and private sector about the quantum, pace, scale, and quality of change;
- To provide the flexibility required to respond to, and accommodate, unforeseen opportunities as they emerge over the life of the plan; and
- To articulate a series of principles and intents that will guide the coordinated and complementary development of the centre over the next generation and beyond.

Prior to the implementation of some of the catalytic projects and Master Plan in terms of State controlled roads, either:

1. Substantial portion of the through traffic from Limestone, Brisbane and David Trumpy bridge will need to be removed. (This may require determining an alternative route for this traffic (eg an alternative river crossing), securing funding for and implementing any works required for it), or
2. A review of the overall functionality and role of these roads and responsibilities for their management may be required.

### 1.4 Parallel Studies

In Parallel to the preparation of the master plan a Streetscape Design Manual (SDM) and Public Art Strategy (PAS) have been prepared. These documents aim to support the content of this master plan and in particular:

- The SDM provides certainty about the quality and type of materials and street furniture to be implemented within the City Core, City South and The Terrace Key Revitalisation Areas (Refer sections 5.1 - 5.3);
- The PAS identifies opportunities for public art in the centre and provides guidance in relation to the type and potential artistic theme for each location.

This master plan should be read in conjunction with both the SDM and PAS documents.

To assist in the interpretation of this Master Plan, Figure 1.4 diagrammatically describes the its content, structure, and its relationships and inter-dependencies with parallel strategies.

Figure 1.4 - Document Navigator



1.5 Status and Relationship to Planning Policy

The content of the master plan operates at two distinct levels and includes information that is intended ultimately, through amendments to the planning scheme, to have statutory weight and information that is illustrative and demonstrative of design intent. In general terms:

- Centre Wide Strategies (Section 04), Precinct Intents, principles and framework plans (Section 05) will form the basis of amendments to the planning scheme and as such should be considered as having statutory significance; and
- Illustrative Plans, visualisations, sketches, and indicative cross sections (Section 05) are indicative of design intent and, although a consideration in assessing the appropriateness of future development proposals, are seen to be guidelines only.

Areas that have not been included within the scope of this master plan (ie: land within the centre that is situated outside of the Key Revitalisation Areas) will be subject to existing planning scheme provision.

1.6 Master Plan Study Area and Context

With a projected growth of over 200,000 people in the western corridor of South East Queensland, the physical quality and economic success of the Ipswich Regional Centre will be fundamental to the sustainability of the region.

The extent of the master plan area reflects the study area for the ISAP and in broad terms spans the area from the Rail Museum in the North, the University of Queensland Ipswich Campus in the South, East Ipswich Station in the East, and the upper reaches of the Bremer River in the West. This area has formed the focus for detailed investigations and has been accompanied by wider sub-regional and regional investigations in relation to transport, economics and environment.

Details of the contextual research and analysis that has informed the content of this master plan are located within the 'Ipswich Regional Centre Strategy: Integrated Strategy and Action Plan' report.

Figures 1.6a and 1.6b describe the regional and local context for the master plan.

Regional Role	Gaps	Unique
Government Administration (Local and State)	Tertiary Education (Scale)	Defence
Health	Business Services	Heritage
Justice	Medium to High Density Residential (City Living)	Open Space
Transport Node	Entertainment / Events	Manufacturing - <i>Export, Food, Wood &amp; Paper</i>
Retail	Arts / Culture	
Community Services		
Technical Education / Secondary Education		

Table 1.6 Ipswich's Regional Role



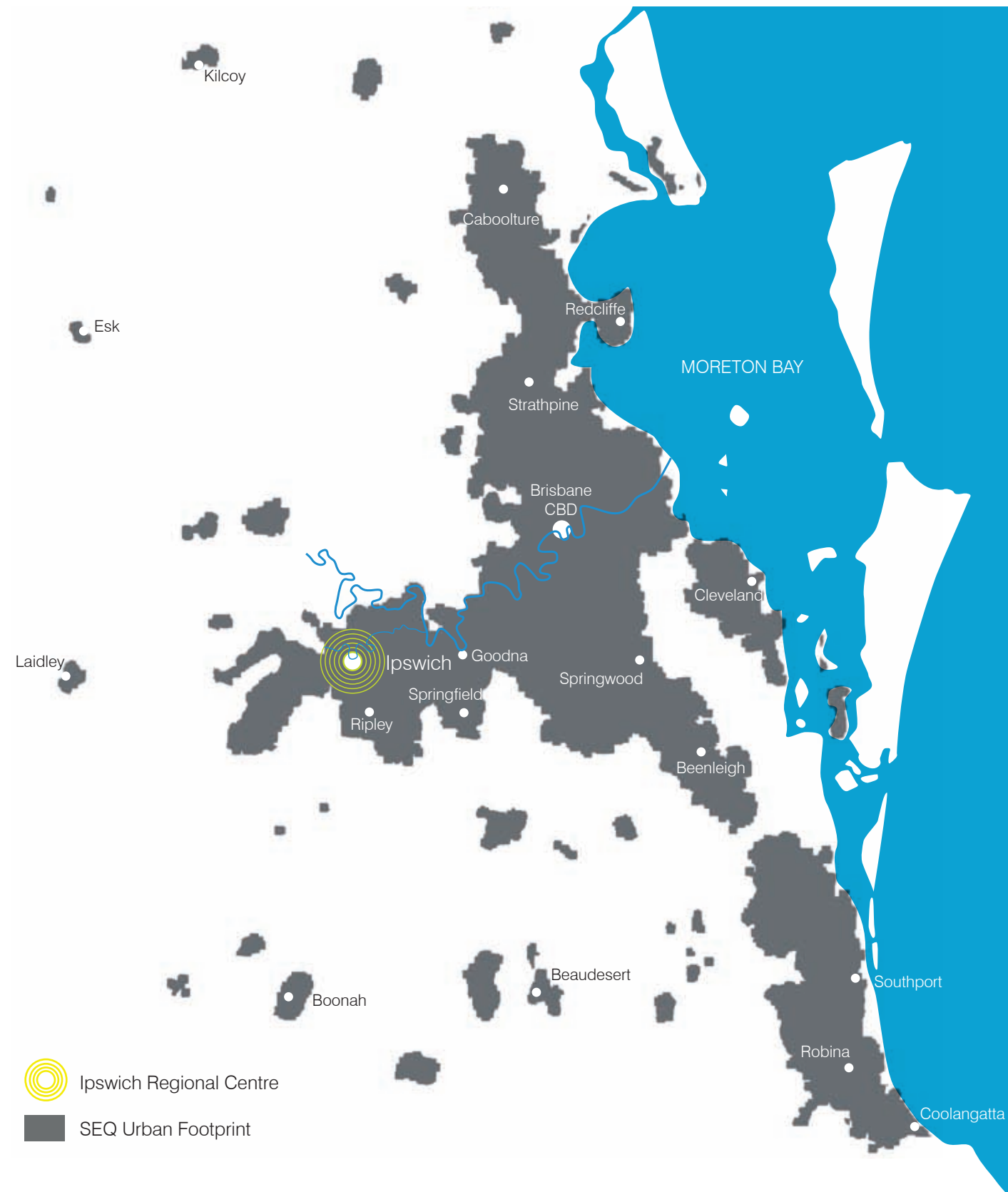


Figure 1.6a Context within South East Queensland



Figure 1.6b Study Area

“To be the Vibrant and Prosperous Regional  
Activity Centre for the Western Corridor of  
South East Queensland”



## 2.0 Vision

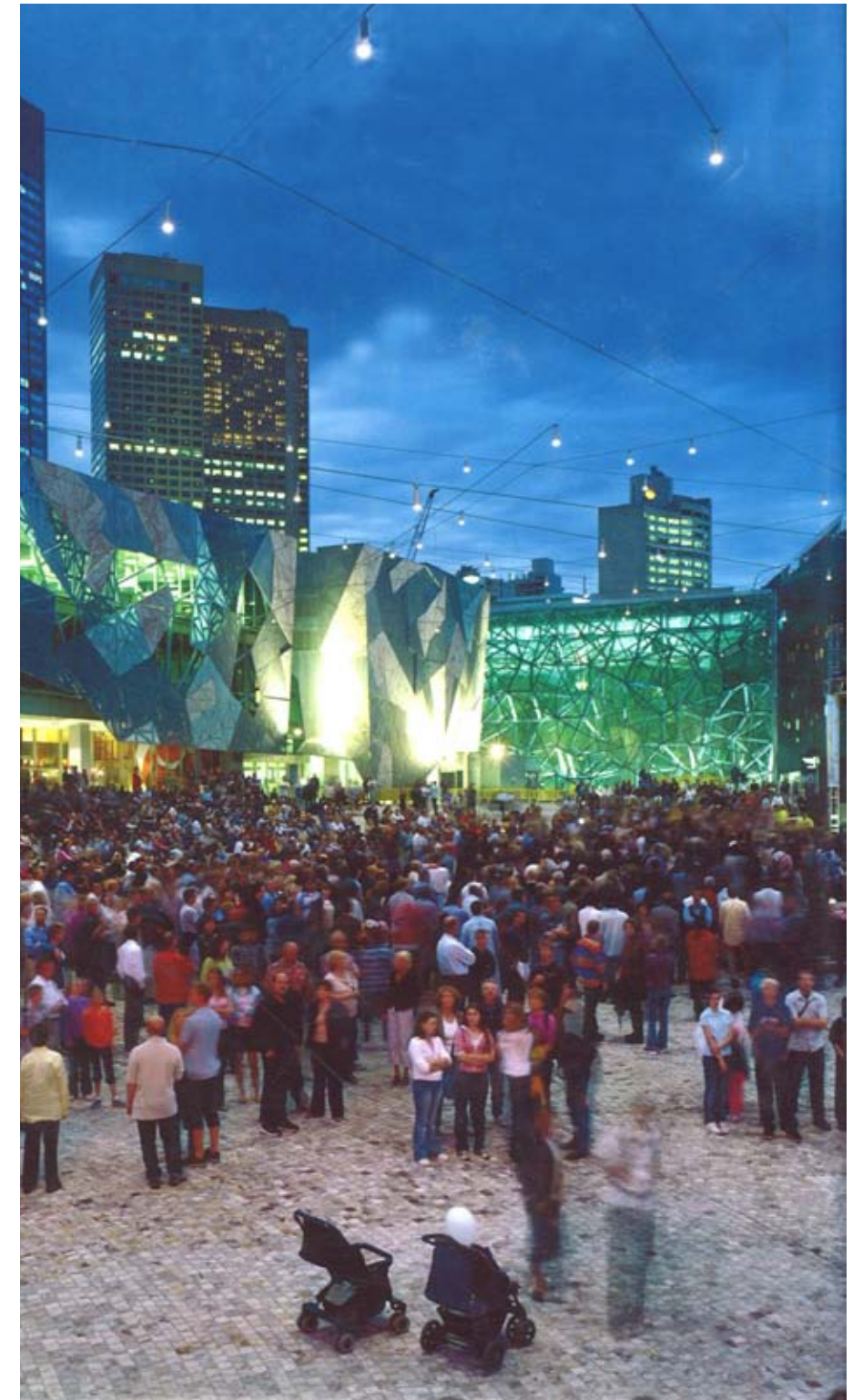
A comprehensive suite of background research and investigations combined with the key ideas, concepts and findings from the Enquiry By Design (EBD) forum have informed the establishment of a vision for the Ipswich Regional Centre. The vision, and ultimately the core goal of the master plan, is:

**“To be the Vibrant and Prosperous Regional Activity Centre for the Western Corridor of South East Queensland”**

This simple statement embodies a range of important values about the desired economic prosperity and diversity of the centre, the quality of design and urbanism that creates the framework for growth, and the direct connection between the long term success of the Ipswich Centre and the long term sustainability of the ‘western corridor’ embodied in the South East Queensland Regional Plan.

In master planning terms this vision translates to:

- The creation of a distinctive and attractive centre that capitalises on its existing natural, built and heritage assets to uniquely position itself within the region;
- To improve the physical and virtual connectivity of the centre with its region as well as to facilitate a first class public transport system that is able to support the intensification of employment, recreational and residential uses required to activate the centre;
- To continue to re-engage the centre with its river;
- To create a centre of great buildings, streets and public spaces that form the backbone of the centre; and
- To accommodate both major new developments in unconstrained locations in balance with the more opportunistic and sensitive intensification of sites in proximity to the centres’ heritage areas.



Great spaces for civil gathering and festival will be an important component in realising the vision for a thriving contemporary city.

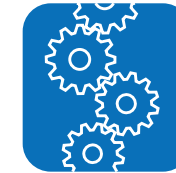
## **Make no little plans.**

They have no magic to stir one's blood and probably themselves will not be realised. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency. Remember that our children and grandchildren are going to do things that would stagger us. Let your watchword be order and your beacon beauty.

Daniel Burnham

The vision for Ipswich Regional Centre is underpinned by five key principles that provide a multi-dimensional and action based framework for its implementation. Each principle combines a range of relevant themes to succinctly describe the key areas of focus that are required to implement the vision.

A full account of the 5 principles, associated strategies, and derivative actions is set out in the ISAP. The purpose of this section of the master plan is not to replicate these but rather to provide a contextual summary that demonstrates the direct linkages between the two documents and to make the leap from written strategy to spatial form.



**Principle 1 : 'A Working Centre'**



**Principle 2 : 'A Connected Centre'**



**Principle 3 : 'A Living Centre'**



**Principle 4 : 'A Centre of Celebration  
and Place'**



**Principle 5: 'A Centre that Fosters  
Community, Health,  
Education & Well Being'**



## Principle 1 : 'A Working Centre'

### 3.1 A Working Centre

The Ipswich Region has a strong history of employment generation, however the Centre Core has not fulfilled its potential as a regional centre of business services and Government administration.

The principle of a Working Centre reflects the need to enhance both the functionality and economic performance of the Ipswich Regional Centre. This principle seeks to build upon the rich heritage of employment generation within the region and bridge the gap between the centre's current economic position and its potential to be the thriving engine room of the western corridor.

At the heart of this principle is the desire to create a prosperous centre of administration and business within the attractive historic fabric of the centre.

#### 3.1.1 Objectives

The objectives that underpin principle 1 are:

- An attractive and competitive business centre with a full range of services;
- A centre for service industries including knowledge based services, business related services and Government services;
- An 'iconic' Australian regional business centre that meets the employment needs of the local population and skills needs of local businesses; and
- To create key retail destination for the population of the western part of the SEQ region (and beyond).

#### 3.1.2 Diagrammatic Representation

To assist in the spatial interpretation of this principle Figure 3.1 describes some of the key projects and actions that have been integrated into the master plan and that have informed the more detailed centre wide strategies identified in Section 04.

#### LEGEND

- |    |  |
|----|--|
| 1  | Enhanced Retail and Commercial Core (South)  |
| 2  | Intensified Retail Core (North)  |
| 3  | Centre's Core Expansion  |
| 4  | Commercial and Residential development   |
| 5  | State Government Office opportunities  |
| 6  | Council Headquarters Precinct including new civic uses   |
| 7  | Railyards expanded around tourism drivers  |
| 8  | Top of Town consolidated as an arts and alfresco dining focused mixed use precinct               |
| 9  | West Ipswich as a mixed use residential employment and workshops area                            |
| 10 | University expansion   |
| 11 | Redevelopment Opportunity  |
| 12 | Consolidated health hub  |
| A  | Ipswich Station redevelopment  |
| B  | East Ipswich Station   |
| C  | Thomas Street Station  |
| D  | Railyards 'Events' Station   |
| E  | Future University Station  |
|    | Commercial and Retail Mixed Use Primacy of the Core Reinforced and Centred Around River Corridor |
|    | Arts and Creative Industries Focus   |
|    | Tourism and Leisure Focus  |
|    | Creative Use/Residential Focus   |
|    | Education and Research Focus   |
|    | Health Support Focus   |
|    | Physical and Conceptual Economic Linkages  |
|    | Green Frame  |

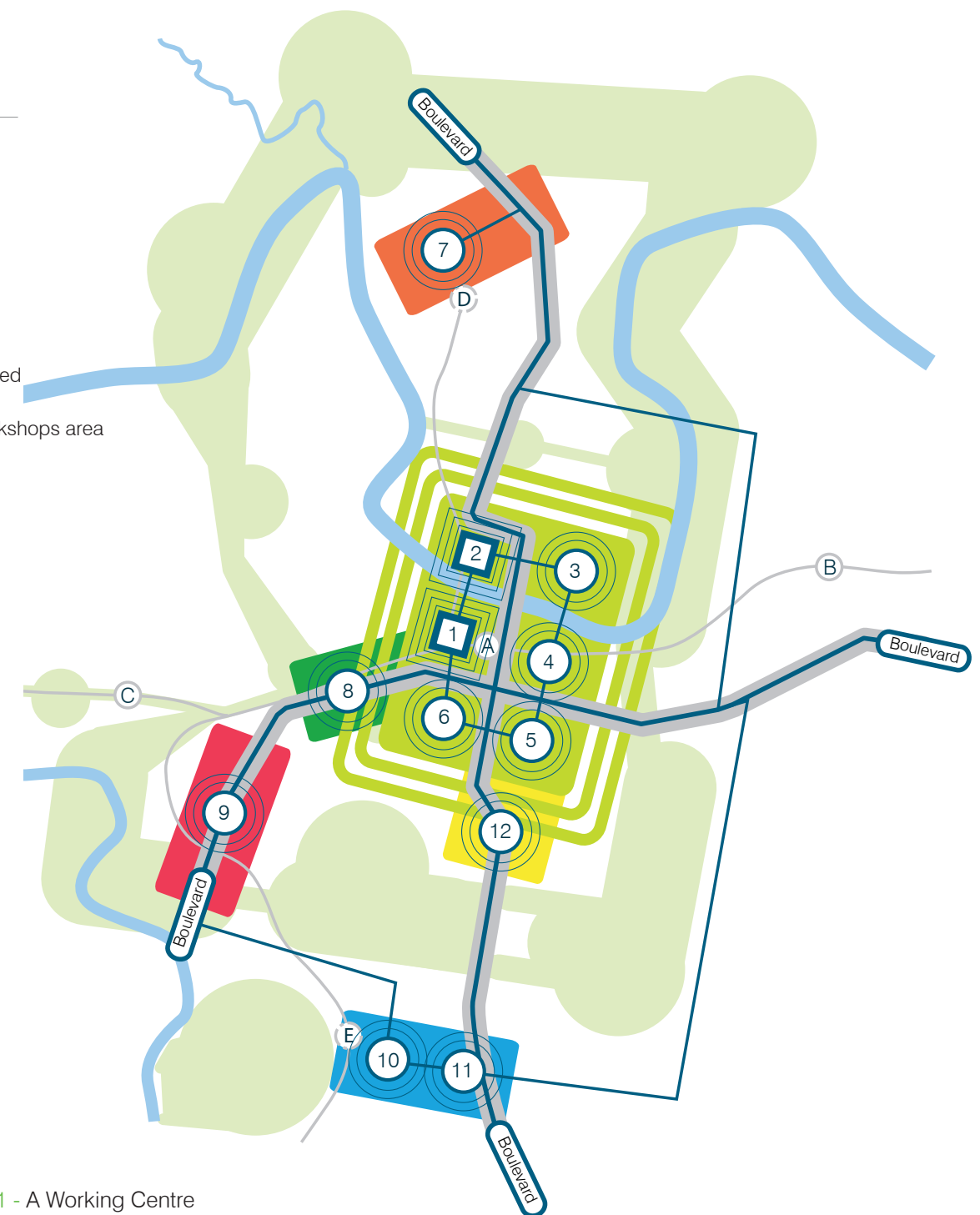


Figure 3.1 - A Working Centre





## Principle 2 : 'A Connected Centre'

### 3.2 A Connected Centre

A connected centre has strong transport, movement, communication and social community networks and linkages both within the centre and beyond to the broader region and global economy.

The essence of a successful urban environment lies in the integration of streets, buildings, transport modes and public spaces, thus enabling interaction between people finding themselves in the same place for different reasons. It presents the opportunity for face to face exchange of information, knowledge, products and money: the essence of town and city living.

A connected centre is highly legible and permeable and is easily traversed and explored using multiple transport modes (walking, cycling, boating, public transport and private vehicles) and mediums (road, rail, air, Bremer River).

Within a connected centre, activity nodes and key land use destinations are linked and highly accessible facilitating dynamic movement and exchange in support of a buoyant and prosperous local economy and lifestyle.

#### 3.2.1 Objectives

The key objectives that support this principle include:

- Integrated transport solution which balances accessibility to the centre by all modes of transport;
- A transport system that integrates with and responds to land uses;
- Reduce private vehicle trips to and within the Ipswich Centre and increase trips by public transport, walking and cycling;
- Improve internal connectivity with the Ipswich Regional Centre for all modes of transport and with a particular focus on walkability; and
- Provide high standard regional connections for public transport, private vehicles, pedestrians and cyclists.

#### 3.2.2 Diagrammatic Representation

Figure 3.2 sets out some of the spatially related actions associated with this principle and forms the basis for the more detailed centre wide accessibility strategy set out in Section 04.

##### LEGEND













-  Transport Nexus including interchange between all modes
-  Transit Oriented Development
-  Special Use Transit Focus Opportunities
-  Fine mesh of high quality cycle and pedestrian routes (on and off road)
-  North-South Transit Spine (bus or light rail)
-  Key Transit Stop
-  East - West Boulevard System
-  Inter Neighbourhood Connector
-  Improved rail services (Express) to Brisbane Central
-  Rail Service from Ipswich to Ripley Valley / Yamanto
-  Tourism rail service between Centre and Railyards
-  Proposed Bridge (all modes)
-  Proposed Bridge (pedestrian and cycle)
-  River Transport Opportunities
-  Green Frame



Figure 3.2 - A Connected Centre



## Principle 3 : 'A Living Centre'

### 3.3 A Living Centre

A Living Centre is a place where people live, work and recreate. A Living Centre is a dynamic and vibrant place which is characterised by extended hours of activity, diversity of housing and employment opportunities, access to the river and the centres great parks and a network of historic streets and urban spaces that provide the platform for urban life. A Living Centre is somewhere where people choose to live because of the attributes of the Centre that make it an attractive place to live.

#### 3.3.1 Objectives

The objectives that provide focus for the implementation of principle 3 are:

- To establish a Centre where people want to live because of the range of services and the high amenity available;
- To provide a range of housing types and styles within the Centre;
- To create a fine mesh of attractive streets and public spaces that encourage activity, festival, interaction and recreation;
- To provide a seamless open space and landscape network that ties together the centres impressive green space attributes, including established parks and gardens and the riverfront; and
- To develop an ecologically sustainable and environmentally responsive regional centre.

#### 3.3.2 Diagrammatic Representation

The adjacent Figure 3.3 conceptually identifies the key strategies associated with this principle and provides a basis for the more detailed public space, land use, and environmental strategies outlined in Section 04.

#### LEGEND

- |    |  |
|----|--|
| 1  | New civic space engages the city with the river  |
| 2  | Riverheart Stage 2   |
| 3  | Riverheart Stages 3 and 4  |
| 4  | Bremer East Riverside  |
| 5  | Railyards Mixed Use Development  |
| 6  | Wetland Reserve  |
| 7  | Bat Colony   |
| 8  | West Ipswich Urban Renewal Housing   |
| 9  | Denmark Hill   |
| 10 | Landscape enhancement to Queens and Limestone Parks  |
| 11 | University Village   |
| 12 | Timothy Maloney Oval   |
| 13 | Browns Park  |
| A  | Ipswich Station Redevelopment  |
| B  | East Ipswich Station   |
| C  | Thomas Street Station  |
| D  | Railyards 'Events' Station   |
| E  | Future University Station  |
|    | Green Frame to the centre comprising existing parks, environmental assets and new green connections  |
|    | High quality mesh of pedestrian and cycle linkages including new and or enhanced nodal public spaces |
|    | Intensified residential density to include diverse mix of housing                                    |
|    | River Corridor   |

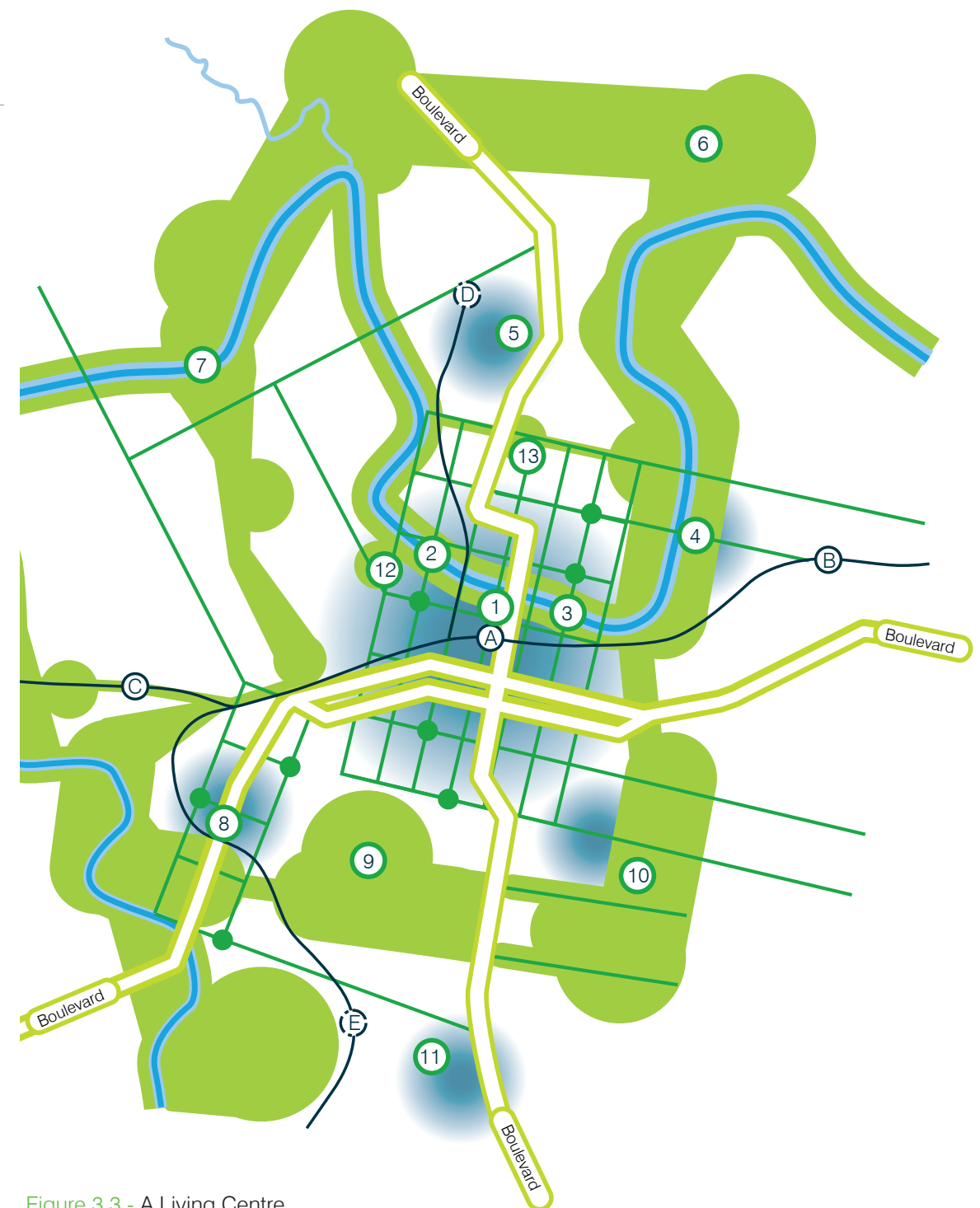


Figure 3.3 - A Living Centre



## Principle 4 : 'A Centre of Celebration and Place'

### 3.4 A Centre of Celebration & Place

Ipswich has a long and proud tradition of pioneering achievements, sporting triumphs, and cultural strengths. For example, it was the first and largest inland port in Queensland, had the first railway line in Queensland, the second powerhouse in the State, has the only industrial building designed by Walter Burley Griffin, has produced a range of national and international sports men and women, and was the birth place of renowned artist Darcy Doyle. Ipswich celebrates a continuing contribution from local Indigenous communities that has been ongoing for over 40,000 years, and embraces the strength that comes from such diversity.

A centre of celebration promotes and profiles these unique achievements to the region, the State, nationally and internationally. As a Centre of Celebration Ipswich will celebrate its history and culture; its physical, social, and economic assets and diversity; its people, its neighbours, and its visitors by proudly presenting itself to Queensland, Australia, and the World.

The Ipswich Regional Centre will be an active, exciting and vibrant place embracing and celebrating its past and welcoming visitors to join with residents to celebrate its future.

#### 3.4.1 Objectives

The objectives that provide a strategic direction for principle 4 include:

- A cultural and entertainment centre with a healthy evening economy;
- A visitor and tourist destination;
- A centre that celebrates unique assets to deliver community and economic benefits;
- A centre with a unique sense of place; and
- A centre that continues to foster the city's strong sporting culture.

#### 3.4.2 Diagrammatic Representation

Principle 4 is diagrammatically represented in Figure 3.4. This illustration provides a conceptual basis for the streetscape, land use, and public realm strategies set out in Section 04.

#### LEGEND

- High quality network of streets and public spaces
- Core areas for the celebration of cultural values (heritage character areas)
- Major new civic square joins the Centre's Core to the river
- Landscape Gateway
- Built Gateway
- Interpretive and tourism use of the river corridor and Riverside civic and open space for major events
- New civic and cultural facilities
- Public Art and Events Strategy
- Green Frame
- River Corridor

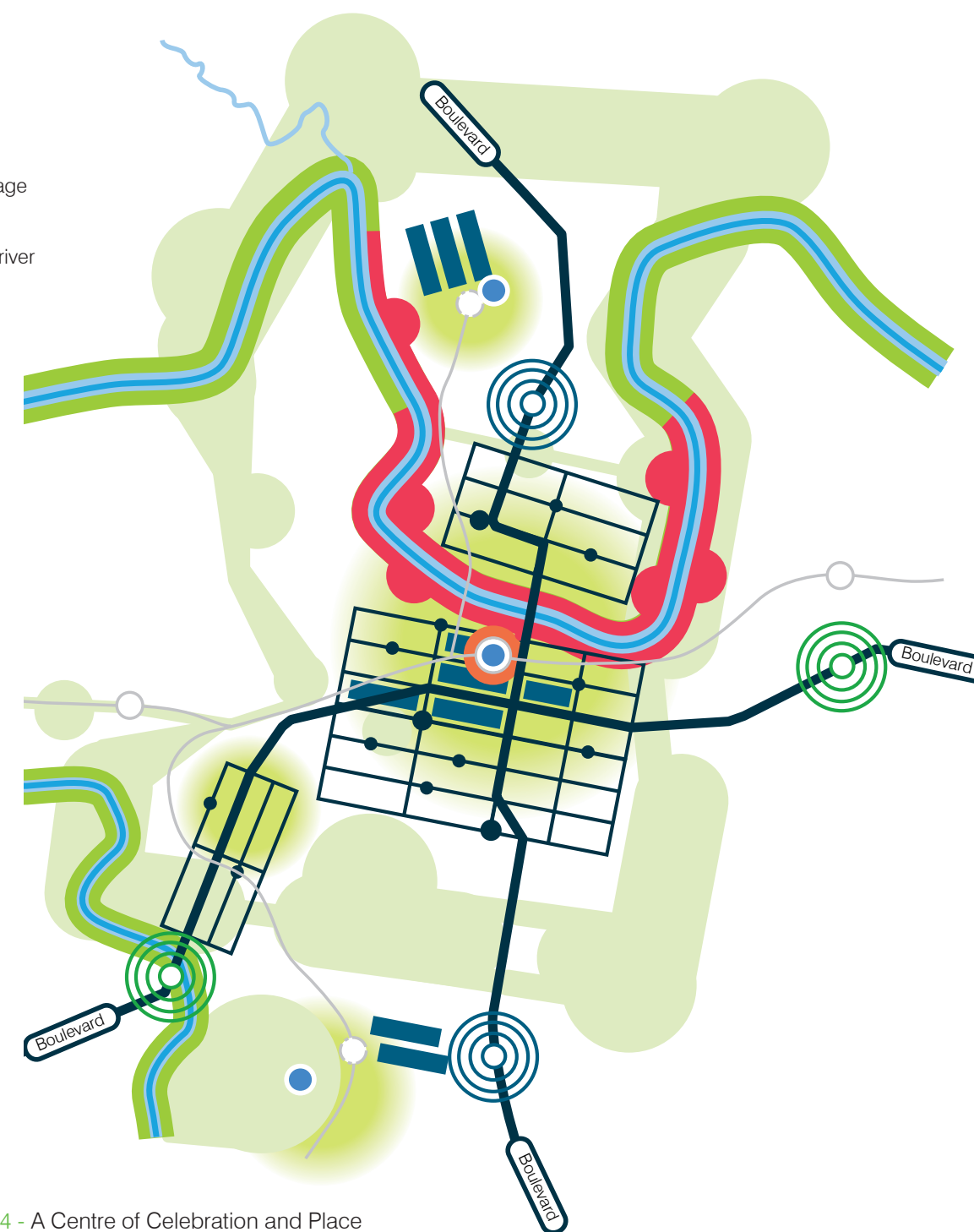


Figure 3.4 - A Centre of Celebration and Place



## Principle 5: 'A Centre that Fosters Community, Health, Education & Well Being'

### 3.5 A Centre that Fosters Community Health, Education and Wellbeing

Ipswich Regional Centre is strengthened by a diverse, engaged and participating community. People in Ipswich value community spirit, rich cultural and heritage connections, and a range of recreational and sporting opportunities. This principle aims to strengthen the regional centre by encouraging diverse cultural, economic and community relationships to deliver social and economic benefits for the region.

#### 3.5.1 Objectives

The following objectives describe the qualities of a centre that fosters community health, education, and wellbeing.

- A centre that promotes community identity and inclusion;
- A centre that is enhanced by an engaged and participating community;
- A cultural and entertainment centre with a healthy day and evening economy;
- A centre that meets the employment needs of the local population and skill needs of local businesses;
- A centre for service industries including knowledge based services, business related services and Government services;
- A centre that supports a high quality continuum of community and health care; and
- A centre of education and higher learning.

#### 3.5.2 Diagrammatic Representation

Figure 3.5 demonstrates in a conceptual manner the approximate spatial form of principle 5 and forms the basis for a number of more detailed strategies set out in the following Section.



Figure 3.5 - A Centre that Fosters Community Health, Education and Well Being





Figure 4.0a Key Revitalisation Areas within the Study Area

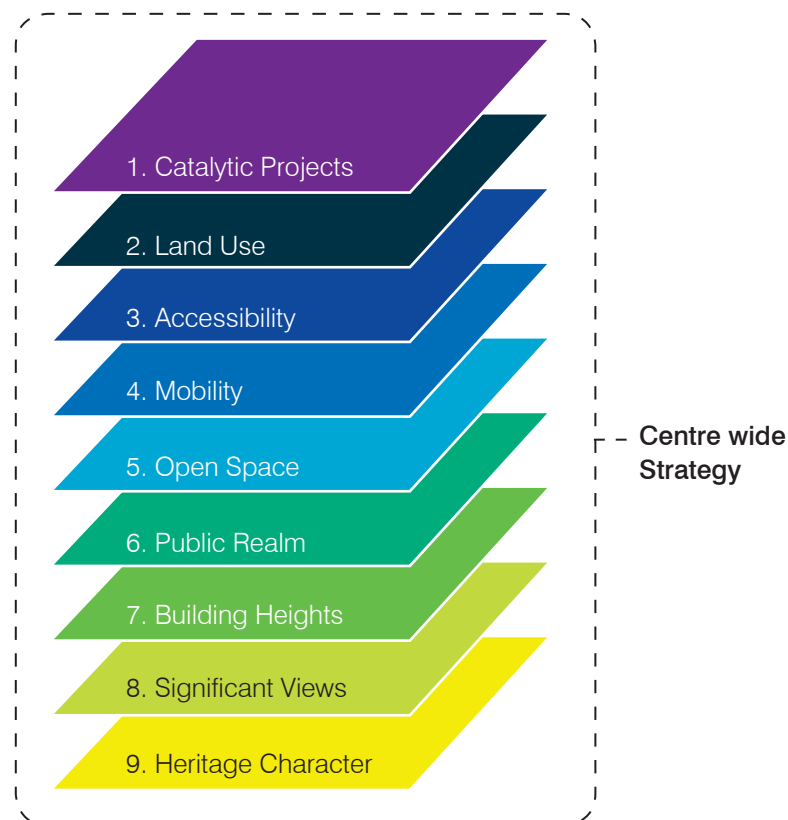


Figure 4.0b Design layers that form part of the overall Centre Wide Strategy

This section of the master plan sets out nine key 'centre wide' strategies that set the scene for the more detailed design proposals set out in Section 05.

#### Key Revitalisation Areas

Figure 4.0a illustrates the Key Revitalisation Areas that form the focus for all aspects of the master plan and the basis for each of the key centre wide strategies. The Key Revitalisation Areas were identified, defined and agreed early in the master planning process and reflect those areas of the regional centre that either demand, or have, the greatest capacity for change.

To assist in the interpretation of proposals, major initiatives (such as road network alterations) that go beyond the boundaries of the Key Revitalisation Areas are also illustrated. More detailed measures (such as local cycle paths) that fall outside the Key Revitalisation Areas will be the subject of further studies.

#### The Aim of the Centre Wide Strategies

The aim of the centre wide strategies is to:

- Translate the 5 principles described in Section 03 into practical 'layers' of design;
- To provide a coherent overall structure to the centre with an emphasis on the inter-relationship between each of the Key Revitalisation Areas;
- To provide clear direction on the centre wide approach to accessibility, land use, development form and intensity, the public realm, the protection and interpretation of heritage character and the catalytic projects identified in the ISAP; and
- To clarify a number of locational scenarios for major infrastructure projects such as a stadium, aquatic lagoon, and the proposed new Regional Hospital. The aim being to feed these scenarios into the planning for Key Revitalisation Areas (Section 05) so that should the location of any of the land use drivers change, the overall intent of the master plan is not undermined.

Figure 4.0b graphically describes the layers of strategic design that integrate to form the overall 'centre wide strategy'.

#### 4.1 Catalytic Projects

One of the key outcomes of the Integrated Strategy and Action Plan has been the identification of 17 catalytic projects that will form the early focus for investigation and change in the centre. These projects have been derived from a list of 158 actions and represent a mix of spatial and non-spatial projects that will ignite and sustain investment interest in the centre.

Figure 4.1a outlines the catalytic projects capable of spatial representation and is supported by figure 4.1b, which identifies their location.

#### 4.2 Land Use

A diversity of land use in an intense configuration is the essence of urban life and provides opportunities for unexpected and exciting synergies to emerge over time. This strategy sets out a wide ranging land use framework for the regional centre and is further explored and explained within the Key Revitalisation Areas illustrated in Section 05.

##### 4.2.1 Centre Wide Land Use Strategy

The overall approach to land use has been to build on existing clusters and land use themes that exist throughout the centre and to supplement these with a generally mixed use profile to all future development. The benefits of this approach to land use are:

- Existing synergies between complementary uses are maximised and encouraged to develop further critical mass;
- A 'precinct' based strategy built around particular land use themes can be rapidly established and assist in creating a stronger identity for the centre; and
- Ensuring that new development includes a mix of uses within the site, and preferably within individual buildings, increases the level of activity at street level at all times of day and contributes to the creation of a more activated place.

Figure 4.2 describes the centre wide land use strategy and aims to achieve the following outcomes:

- A Centre that has a clearly defined approach to the location and inter-relationship of land uses to maximise the synergistic benefit of collocation;
- To define the location of uses with sufficient clarity, but with inherent flexibility, so that the centre develops a coherent character whilst being able to accommodate footloose opportunities as they emerge;
- A Centre that reinforces and demonstrates the importance of aligning intense employment and residential uses in proximity to high quality public transport connections; and
- To utilise land use as a key driver in creating an active centre that is safe and vibrant throughout all times of day.

Figure 4.1a Catalytic Projects capable of spatial representation



























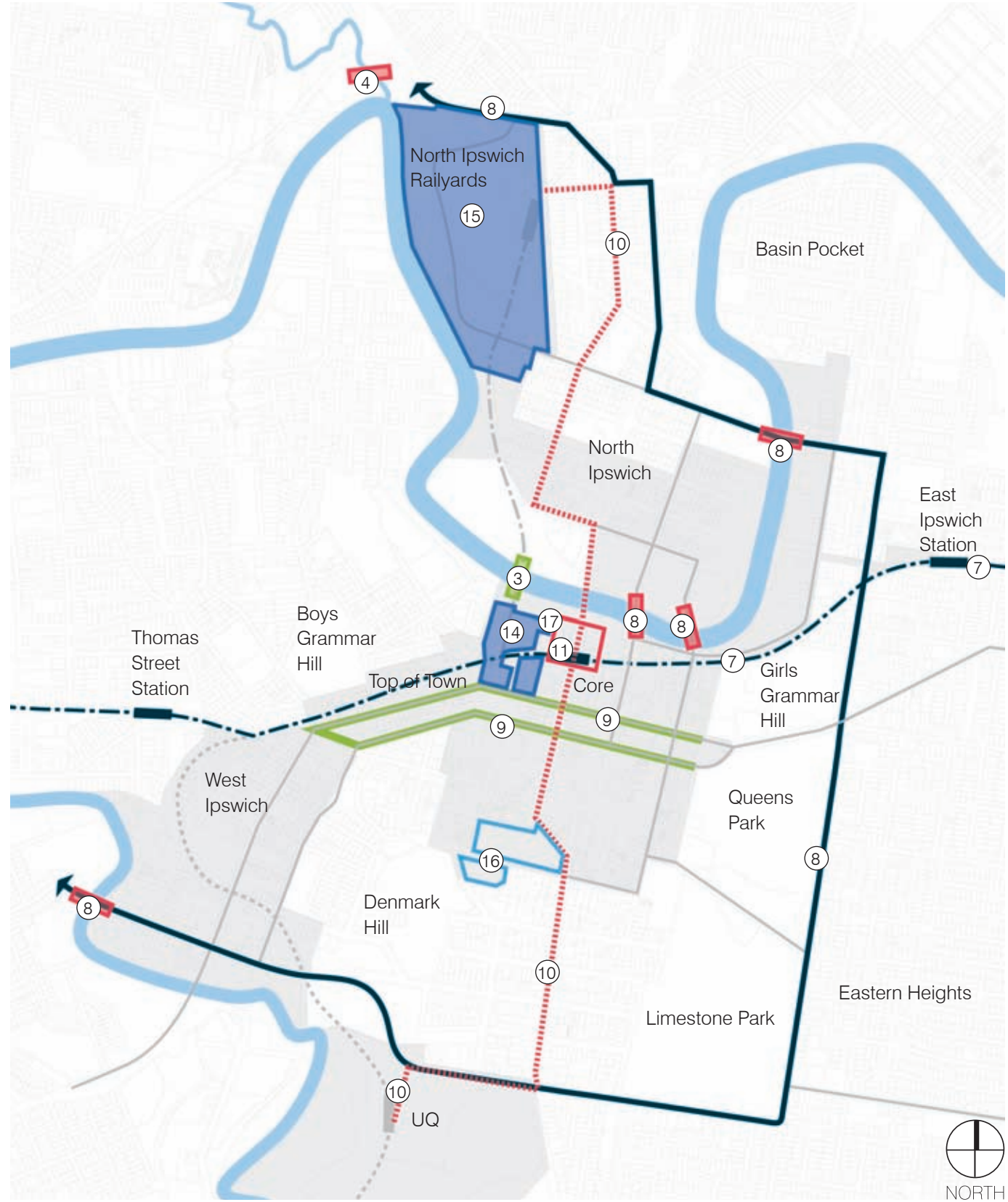
Plan Ref	Actions	Associated Principles
③	Build the Riverlink pedestrian / cycle link bridge.	 
④	Build a North Ipswich to Brassall Pedestrian and Cycle Bridge and associated pathway network.	
⑦	Implementation of necessary rail infrastructure to enable provision of a high frequency express rail service between Ipswich and Brisbane CBD.	 
⑧	Commitment to further investigate and make recommendations to Governments on Bremer River crossings (all modes) (for example Norman Street) and associated inter- regional connections to the major road network and inter-neighbourhood connector road network. The aim is to increase connectivity and circulation within the Ipswich Centre and redirect through traffic movements out of the Centre core.	
⑨	Convert Brisbane Street and Limestone Street to two way streets.	
⑩	Initiate a regular, continuous north south public transport service along a transit axis / spine from the future University rail station to the North Ipswich Railway Workshops, through the traditional centre core and bus/rail interchange. In the shorter term, this should coordinate with a radial bus service (this may require bus priority treatment at congested intersections).	
⑪	Redevelop the existing transit centre and Ipswich rail station as an integrated development site to deliver superior rail facilities and a civic plaza (creating a signature / land mark building and public space). The current bus interchange facility in Bell Street is to be relocated to East Street and integrated as part of the rail / civic plaza redevelopment. Consideration will need to be given to the location of an interchange facility for long distance buses. The redevelopment will improve the railway station and bus interchange function and visibility; improve its access, permeability and legibility; and improve its relationship to the Ipswich core and River.	  
⑭	Recognise the combined Ipswich City Square site and Ellenborough Street site (QR land) as a key revitalisation and priority development site that should be facilitated for redevelopment.	    
⑮	Develop a detailed precinct plan exploring potential and compatible options for the North Ipswich Railway yards, including Queensland Rail, Leda and Queensland Museum lands.	    
⑯	Secure the future of the Ipswich Public Hospital and proposed Health Hubs in the Ipswich Regional Centre and their relationship to the existing CBD Medical services precinct.	 
⑰	Develop a multi-purpose Performing Arts Complex incorporating a public square to celebrate significant occasions. Uses could also include conventions, exhibitions, multi-cultural events.	  

Figure 4.1b Location of Catalytic Projects capable of spatial representation





### 4.2.2 Key Features of the Strategy

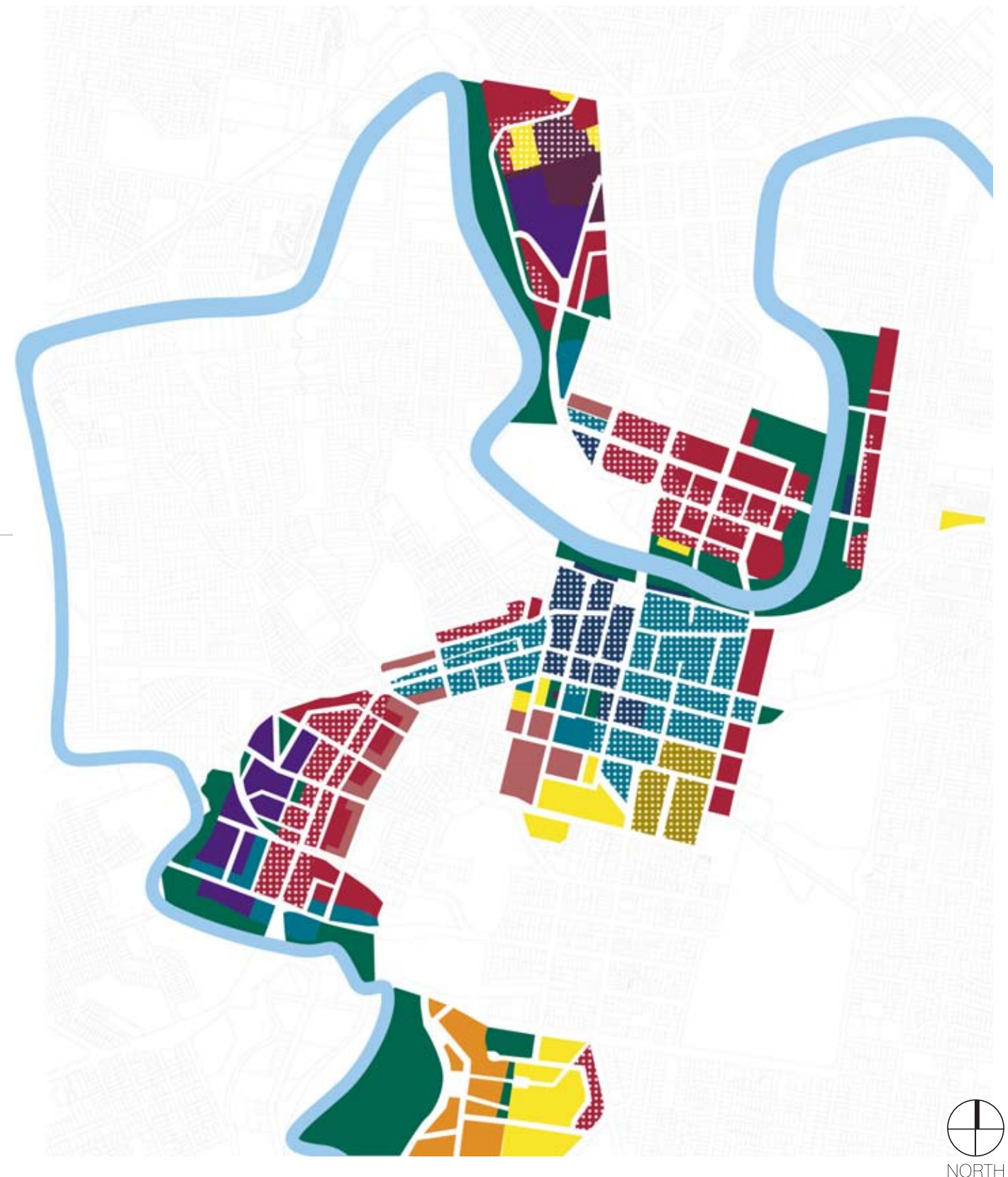
Some of the key features of the land use strategy that are relevant to the centre wide scale are:

- **Creating a more sophisticated and defined retail offer:** The clear articulation of a retail core that frames the northern and southern side of the Bremer River;
- **Allowing for the expansion of centre activities:** The radical transformation of North Ipswich between Lawrence Street and The Terrace into a high intensity extension to the existing CBD;
- **Building a competitive commercial advantage:** The creation of opportunity for significant commercial office and 'in centre' residential development (within the constraints of heritage values) in the historic core of the centre;
- **Activating Spaces:** Providing opportunities for the intensification of residential development;
- **Heritage:** Allowing for an 'urban village' concept built around key site's heritage character to emerge to the north (and south depending on negotiations with Queensland Rail) of the rail museum;
- **Developing 'Cultural and Place Capital':** Providing a framework for the creation of an arts and creative industry focus to the area known as the 'top of town' including opportunities for major new floor space in the form of air rights development over the adjacent rail corridor;
- **Creating unique destinations:** The transition of light industrial uses at West Ipswich to a more mixed use style of development focusing on workshops, small format retail, and medium to high density residential uses;
- **Focusing the city on the river:** Providing opportunity for the city to further engage with the river at 'Bremer East' between the river and Blackall Street; and
- **Building on existing momentum:** The reinforcement of the established health hub along the Warwick Road corridor and St Andrew's Hospital;

#### LEGEND

	Retail (Mixed Use)
	Commercial (Mixed Use)
	Residential (Mixed Use)
	Medical (Mixed Use)
	Character Development (including character housing and character mixed use - Refer Section 4.8)
	Special Use
	Education
	Workshop/Service
	Museum
	Public Open Space
	Balance of area outside Key Revitalisation Areas - ICC Planning Scheme

Figure 4.2. Land Use





### 4.3 Accessibility

Accessibility and the choice that it provides both individuals and organisations to operate locally, regionally and globally, is a key driver of the long-term success and competitiveness of all great centres. This 'centre wide' strategy seeks to provide a coherent overview of the transport network that will support the growth of Ipswich into the thriving Regional Activity Centre of the Western Corridor.

#### 4.3.1 Centre Wide Accessibility Strategy

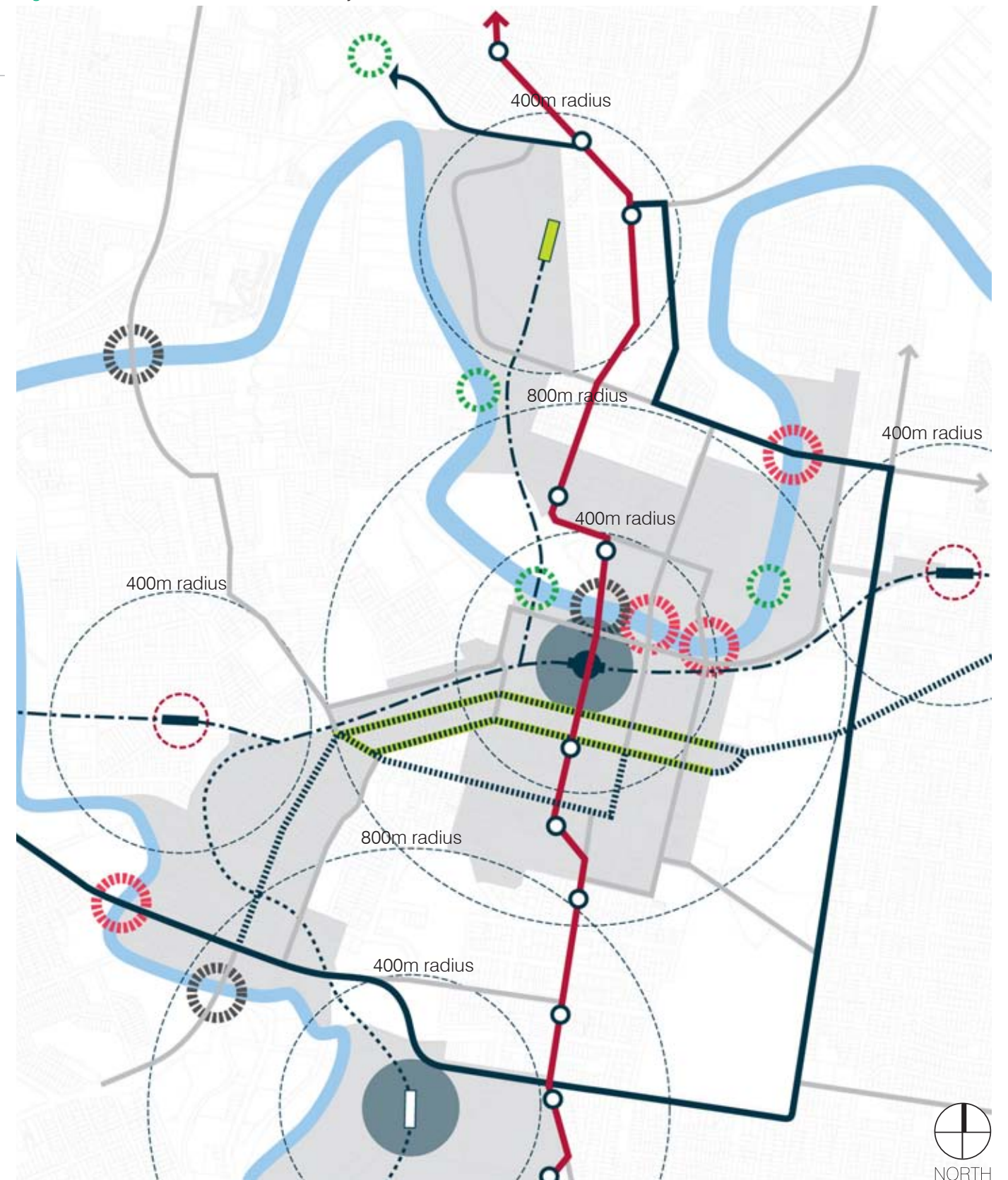
At the heart of the master plan's approach to accessibility is the concept of expanding, in a sustainable way, the capacity of the existing network through the provision of modal choice with an emphasis on improved public transport. The following areas of action support this approach:

- The creation of an integrated transport solution which balances accessibility to the centre by all modes and that makes the connection between density, land use and accessibility;
- An emphasis on reducing private vehicle trips to and from the centre by managing parking supply and encouraging the use of public transport, walking and cycling infrastructure;
- Improve permeability and legibility for pedestrians throughout the centre through investment in the public realm; and
- Reduce unessential through traffic in the centre by providing feasible alternate routes and management mechanisms.

#### LEGEND

- Existing Rail Line and Station
- Future Rail Line and Station
- Future Events Rail Station
- North-South Spine
- Inter-Neighbourhood Connector
- East-West Spine
- Key Local Connection
- Two-way Street Conversion
- New Bridge (All Modes)
- Existing Bridge (All Modes)
- Future Pedestrian/Cycle Bridge
- Major TOD Opportunity
- Multi Modal Interchange
- Indicative Transit Stop
- Sensitive Infill Development where appropriate
- Key Revitalisation Areas

Figure 4.3a Centre Wide Accessibility





### 4.3.2 Key Features of the Strategy

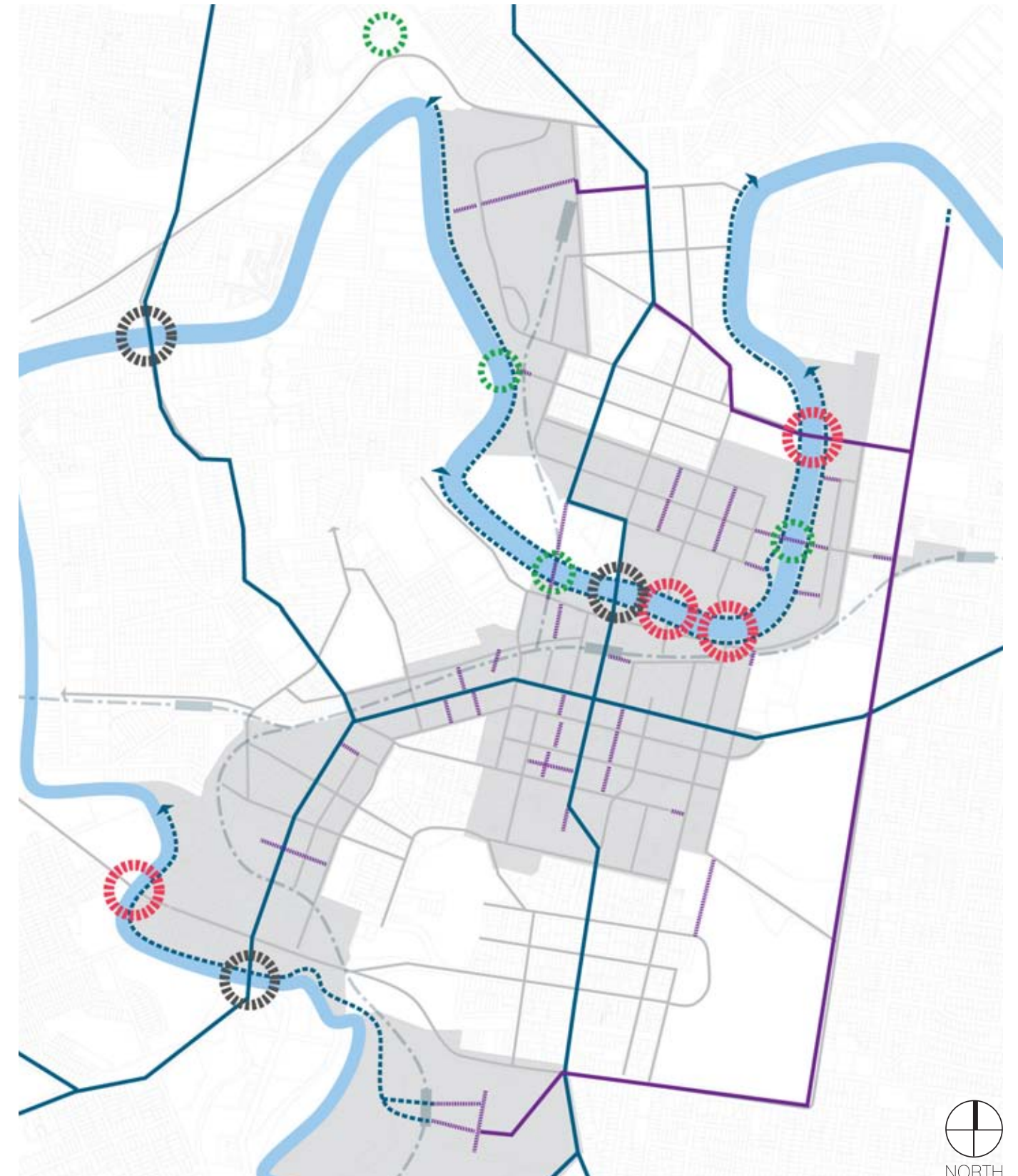
The strategy, which is illustrated in Figures 4.3a and 4.3b, includes a catalogue of initiatives and projects that will transform the centre into an exemplar of accessibility. The key features of the strategy are described in detail in the Integrated Strategy and Action Plan and in summary include:

- **Improved Regional Connections:** Including high frequency express rail service between Ipswich and Brisbane CBD. This will depend on the addition of a third track and is linked to the redevelopment of the rail station complex as described in Section 05;
- **New Sub-Regional Connections:** Including the implementation of planned rail linkages to growth areas such as Ripley Valley and Springfield;
- **A Central Modal Interchange:** Relocate the bus/rail interchange to East Street to coordinate with a north south public transport spine and redeveloped rail station. This will provide safe and convenient connections across East Street and improve interchange facilities for long distance coaches;
- **A North South Organising Spine:** Initiate a regular, continuous north south public transport service along a transit axis / spine from the future University rail station to the North Ipswich Railway Workshops, through the Ipswich core and future bus/rail interchange;
- **A Centre of Bridges:** To assist the centre to re-engage with its river and to provide the network capacity required to deliver the quantum of development proposed in the master plan, several new bridge crossings will be required.
- **Great Local Public Transport:** Implement an internal public transport service that coordinates with a north south public transport axis / spine which services Brassall, Woodend, Coalfalls, Sadliers Crossing, West Ipswich, East Ipswich, Basin Pocket and Eastern Heights;
- **Enhance the Network:** Convert Brisbane Street and Limestone Street to two-way streets to improve accessibility, legibility and safety. Also, provide inter neighbourhood connector routes to reduce traffic through the traditional centre core, create a permeable network and provide alternative connections to a range of destinations/attractors in the Ipswich Centre; and
- **Rebalance the Public Realm toward Pedestrians and Cyclists:** Build on the existing framework of streets to develop an attractive network that emphasises the importance of the pedestrians and includes high quality infrastructure for cyclists.

#### LEGEND

- High Quality Streetscape Improvements as the basis for pedestrian mobility
- Existing Cycle Network
- Proposed Macro Cycle Network
- Proposed Through-block Pedestrian Connections
- River Corridor Cycle/ Pedestrian Network
- New Bridge (All modes)
- Existing Bridge (All modes)
- Future Pedestrian/Cycle Bridge
- Key Revitalisation Areas

Figure 4.3b Centre Wide Mobility





## 4.4 Open Space

Open space initiatives are now widely recognised as playing a critical role in the health and well being of a city's people, economy and natural systems. Ipswich has an extremely attractive, but currently disconnected, series of green spaces, riparian corridors, and environmental assets that provide the opportunity to create an overarching network of high quality spaces, green linkages, and ecological attractions.

### 4.4.1 Centre Wide Open Space Strategy

In overall terms the approach to the issues of open space seeks to deliver an integrated system that:

- Capitalises on all of the existing open space and environmental resources by connecting them into a functioning whole;
- Delivers a nett increase in the amount of passive and active public open space (Refer Figure 4.4a and 4.4b) and rehabilitates environmental areas to improve the functionality of the system;
- Retains and extends the established green character of many parts of the centre;
- Builds a high level of visual and recreational amenity for the centre;
- Reinforces that Queens and Limestone Parks and the River Corridor are the highest order open spaces and should be subject of commensurate levels of investment; and

Figure 4.4c sets out the centre wide open space strategy that provides access for residents, businesses and visitors to a unique and diverse network of recreational, educational, and ecological features.

### 4.4.2 Key Features of the Strategy

Some of the key features and projects that enable the delivery of the strategy include:

- **The creation of a world-class open space and environmental 'frame':** The main component of this strategy is the creation of a carefully gauged system of recreational, ecological, and visual components that will come together to form a natural foil to the increasingly urbanised regional centre that will become a key aspect of the centre's image as a sustainable place;
- **Developing the "offer" at Queens and Limestone Parks:** These two great city parks already experience high visitation rates and through further investment in landscape and recreational infrastructure will become a major driver of the amenity and tourism for the centre;

- **Improving access to and the interpretation of the river:** The Bremer River is the single most significant environmental asset of the Centre. It provides an attractive setting, opportunities for a range of recreation, connections between different precincts, and a natural focus for new development. To achieve this, the centre wide strategy provides for high quality pedestrian and cycle connections be made along the banks of the river. This will assist in improving access to the river, be a catalyst for riparian re-habilitation, as well as be instrumental in delivering the 'green frame' outlined above;
- **Defined Gateways:** Queens Park forms an attractive gateway to the regional centre, which is emphasised by the ridge lines that typically surround it. The experience of passing through 'landscape' to enter the regional centre is a powerful image and should be retained and enhanced in other locations, most notably:
  - Along Warwick Road with the eventual redevelopment of the showgrounds site which would form a 'green / built' southern approach to the regional centre;
  - Along Albion Street / Kingsmill Road as it passes over the Bremer River as a north western gateway;
  - Supplementing the existing landscape quality of Roseberry Parade and King Edward Parade as inner eastern and inner western landscape gateways;
  - Old Toowoomba Road as another environmental gateway as it passes through a series of existing parks and crosses the upper reaches of the Bremer; and
  - The approach south along Pine Street at the intersection of the Terrace will form a "green / built" northern approach to the centre.
- **Celebrating Ecology:** Cultivate and enhance existing biodiversity within the area including improving access to the bat colony and North Ipswich wetlands;
- **A Green Grid:** A hierarchy of boulevards and avenues has been identified in section 4.5 which will also have an important role to play in improving the quality and interconnectedness of the city's urban environment. Grand, green boulevards and streets with a rich sub-tropical character will be important elements in the experience of the centre;
- **Further Design:** Further work will be required in the form of detailed master plans for the 'green frame', selected gateway projects, the river corridor, and Queens / Limestone Parks; and
- **Regional Environmental Linkages:** Although outside of the immediate scope of this master plan (and not illustrated in figure 4.4), further investigation will be required to create a wide reaching network of open space and environmental connections at a sub-regional level. The aim being to unlock the recreational potential of the major environmental resources that exist in relative proximity to the regional centre.

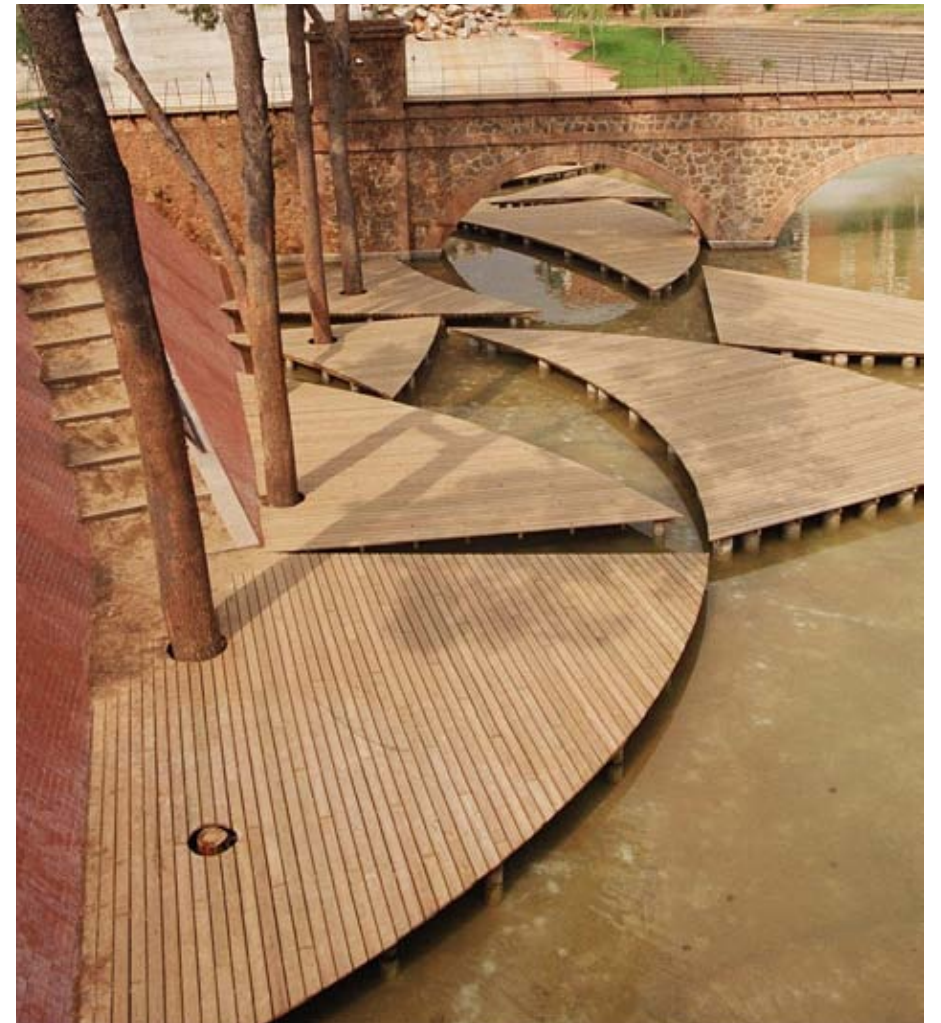




Figure 4.4a    Playing Field locations

Playing Fields	The Terrace	North Ipswich	Sandy Gallop	TOTAL
Playing Fields affected by revitalisation	3	2	0	5
New Playing Fields	0	4	3	7
NETT GAIN of Playing Fields				2

Figure 4.4b    Public Open Space Schedule

Public Open Space Schedule	Area (hectares)
Public Open Space affected by revitalisation	8.16
New Public Open Space	50.96
NETT GAIN of Public Open Space	42.80

LEGEND

Existing Public Open Space

Public Open Space affected by revitalisation

New Public Open Space

New Sports Field

Green Connections (Boulevards and Avenues)

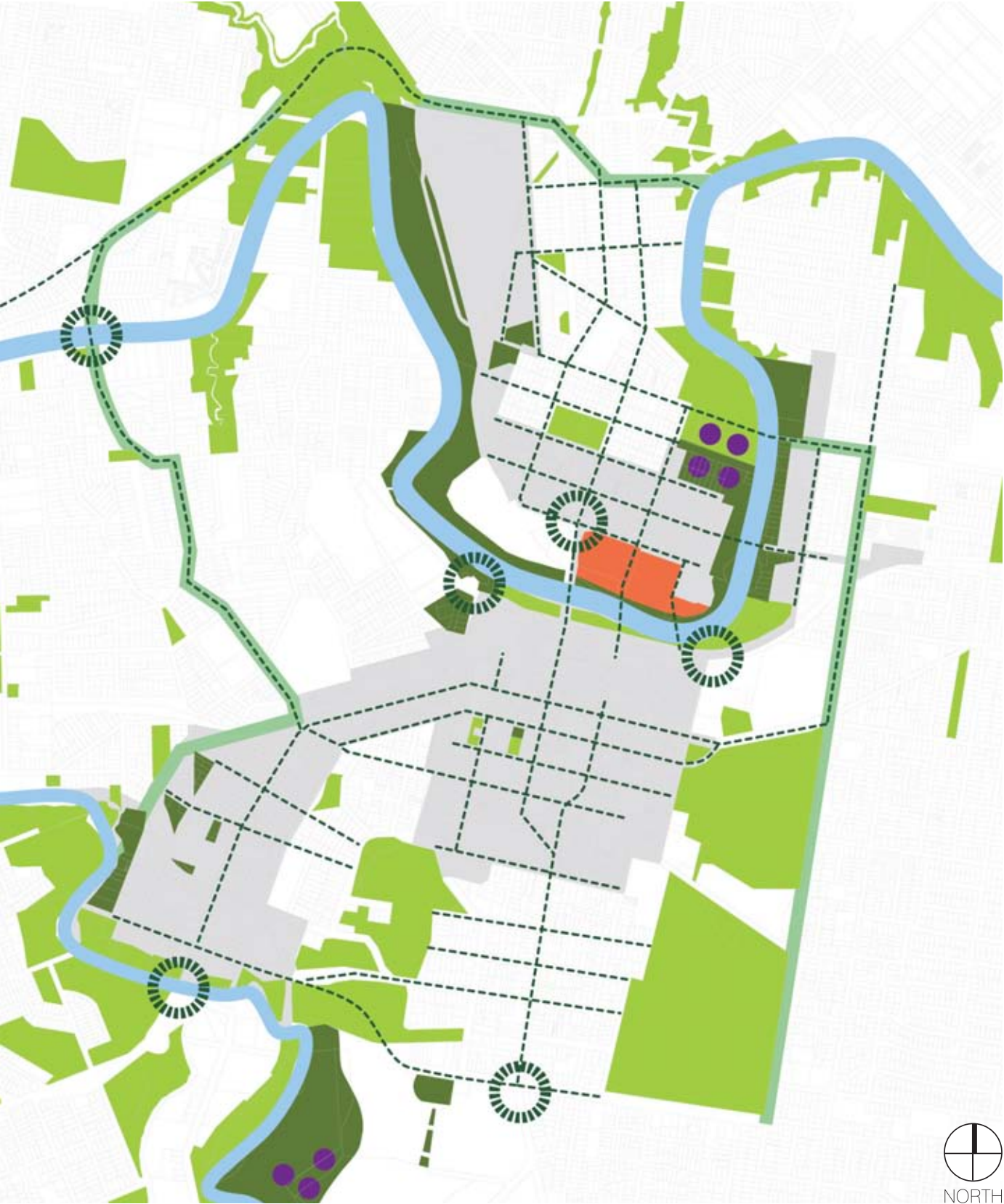
Streetscape and landscape to complete Green Frame

River

Key Revitalisation Areas

Defined Gateways

Figure 4.4c    Centre Wide Open Space Strategy





4.5 Public Realm and Streetscape

Great streets and spaces make great cities. This 'centre wide' strategy aims to provide a clear hierarchy of streets and spaces that will provide an attractive, accessible, and urbane backbone to the centre.

4.5.1 Centre Wide Public Realm and Streetscape Strategy

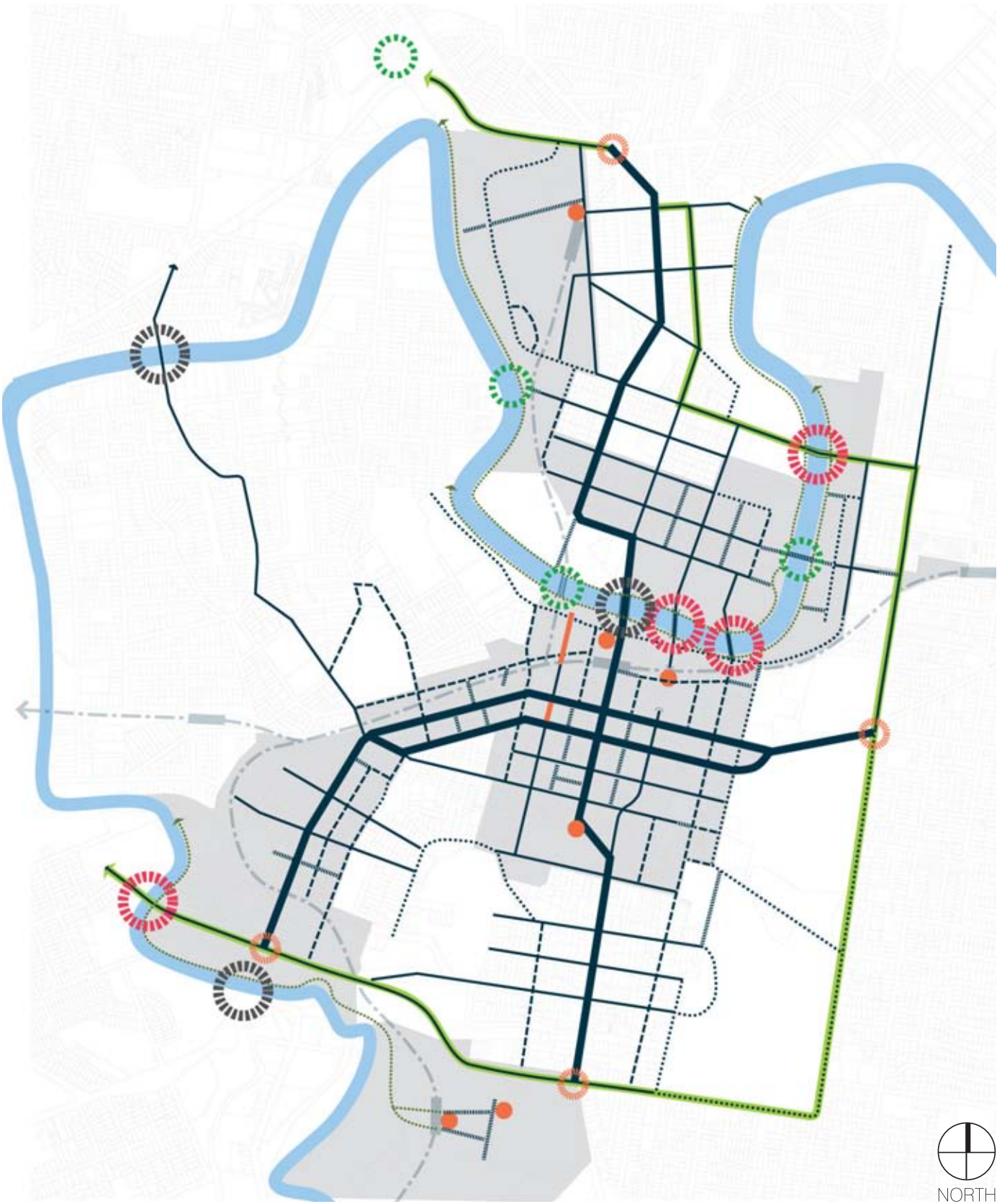
The existing urban structure of the regional centre comprises a series of topographically deformed grids that are interconnected by a number of north, south, east, and west connections. This inherent structure provides opportunities to overlay a green grid of streets and grand boulevards that supplement the visual quality of the centre, provide improved legibility in relation to the hierarchy of connections, and encourage walking and cycling through a fine mesh of sub-tropical public spaces. The strategy (Figure 4.5a) seeks to:

- Establish a clear hierarchy of streets that, with an emphasis on extensive tree planting, create a coherent and easily navigable network;
- To ensure the creation of a major new civic space as a part of the redevelopment of Ipswich Rail Station;
- To provide a framework within which opportunities for small urban public spaces can come forward. These are explored within Section 05;
- Improve the quality of existing streets within the centre through the realisation of key public realm and development opportunities; and
- Provide sufficient flexibility, in the context of a wide variety of localised constraints such as street widths, to allow for different approaches to be taken without the wider strategy being compromised.

LEGEND

	Boulevard (Refer Fig 4.5d)
	Esplanade (Refer Fig 4.5h)
	Avenue (Refer Fig 4.5f)
	Street (Refer Fig 4.5j)
	Inter Neighbourhood Connector
	Pedestrian Priority
	River Corridor Cycle/ Pedestrian Network
	Civic Space
	Arrival Nodes
	New Bridge (All Modes)
	Existing Bridge (All Modes)
	Future Pedestrian/Cycle Bridge
	Key Revitalisation Areas
	River

Figure 4.5a Centre Wide Public Realm





### 4.5.2 Key Features of the Strategy

The key features of the centre wide public realm and streetscape strategy are set out below and supported by the more detailed work associated with each Key Revitalisation Area in Section 05.

- **A Major New Civic Space:** In parallel with the redevelopment of the rail station, a major civic space surrounded by commercial, residential, retail and cultural uses will provide an iconic location for festival and physically link the centre to its river;
- **Grand Green Boulevards:** Brisbane and Limestone Streets will be transformed into urban boulevards characterised by extensive tree planting, a high quality pedestrian environment, and high levels of activity along the ground plane;
- **A Network of Shaded Streets, Avenues and Esplanades:** The existing grids of the centre will form the basis for the implementation of avenue and streetscape improvements. In particular, streets that connect open spaces or form significant axial views will become avenues. All other streets within areas of the centre that are likely to undergo the most change, will be the subject of streetscape enhancement;
- **Intimate Urban Spaces and Pedestrian Linkages:** Alongside the major street corridors mentioned above, several existing and proposed smaller scale 'laneway' linkages are proposed. These provide human scaled connections through the centre of city blocks and, once implemented, create a level of visual interest and activity unable to be accommodated on wider thoroughfares;
- **A Demonstration of Intent:** Figure 4.5b identifies possible demonstration projects. This process of early implementation will be important in setting the standards for future public realm works and will also have a catalytic effect on sites immediately surrounding the space; and
- **A streetscape design manual:** Volume 2 of this master plan sets out a detailed strategy for the enhancement of the streets of the centre.

### 4.5.3 Typical Cross Sections

Figures 4.5c-4.5k describe the intended scale and operation of the street hierarchy identified in figure 4.5a. These sections are also reflected in the streetscape design manual (Volume 2) and form the basis of the detailed guidance contained in that document.

#### LEGEND

- Priority public realm demonstration projects generally able to be delivered without adjacent projects immediately coming forward.
  - Possible demonstration projects dependent on adjacent development or feasibility.
  - River
  - Key Revitalisation Areas
1. Brisbane Street Boulevard between East Street and the Top of Town
  2. Post Office Laneway
  3. Bremer Street excluding frontage to Transit Centre
  4. Bell Street up to Transit Centre site
  5. Brisbane Street Boulevard at Queens Park
  6. Limestone Street Boulevard between East Street and Ellenborough Street (requires development of sites to the east of market square)
  7. South Street Avenue between East Street and Ellenborough Street (requires redevelopment of civic campus)
  8. Aquatic Lagoon (refer section 4.10) at either the northern end of Ellenborough Street or at the Terrace.

Figure 4.5b Catalyst Streetscape Opportunities

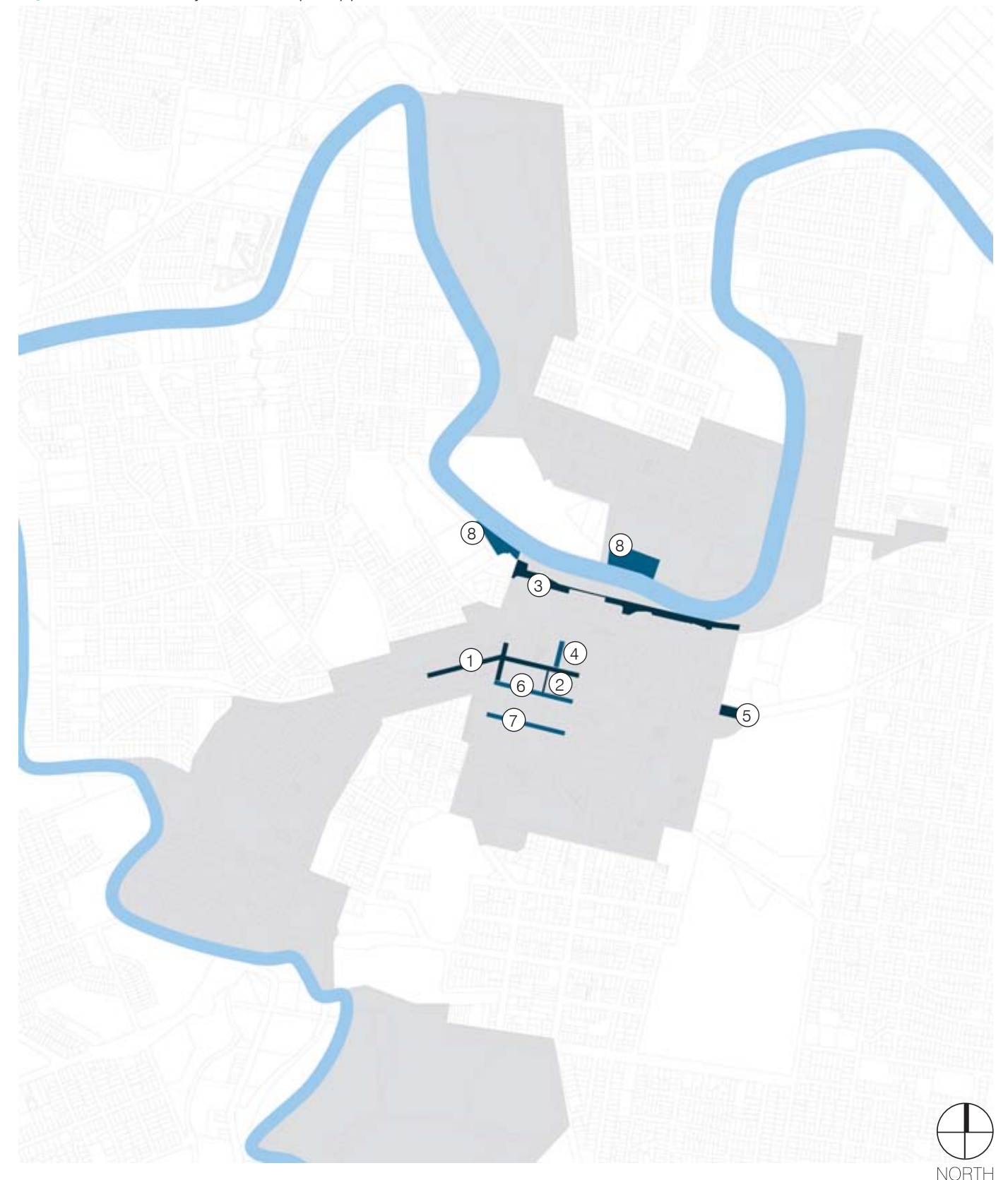


Figure 4.5c Typical Boulevard Treatments

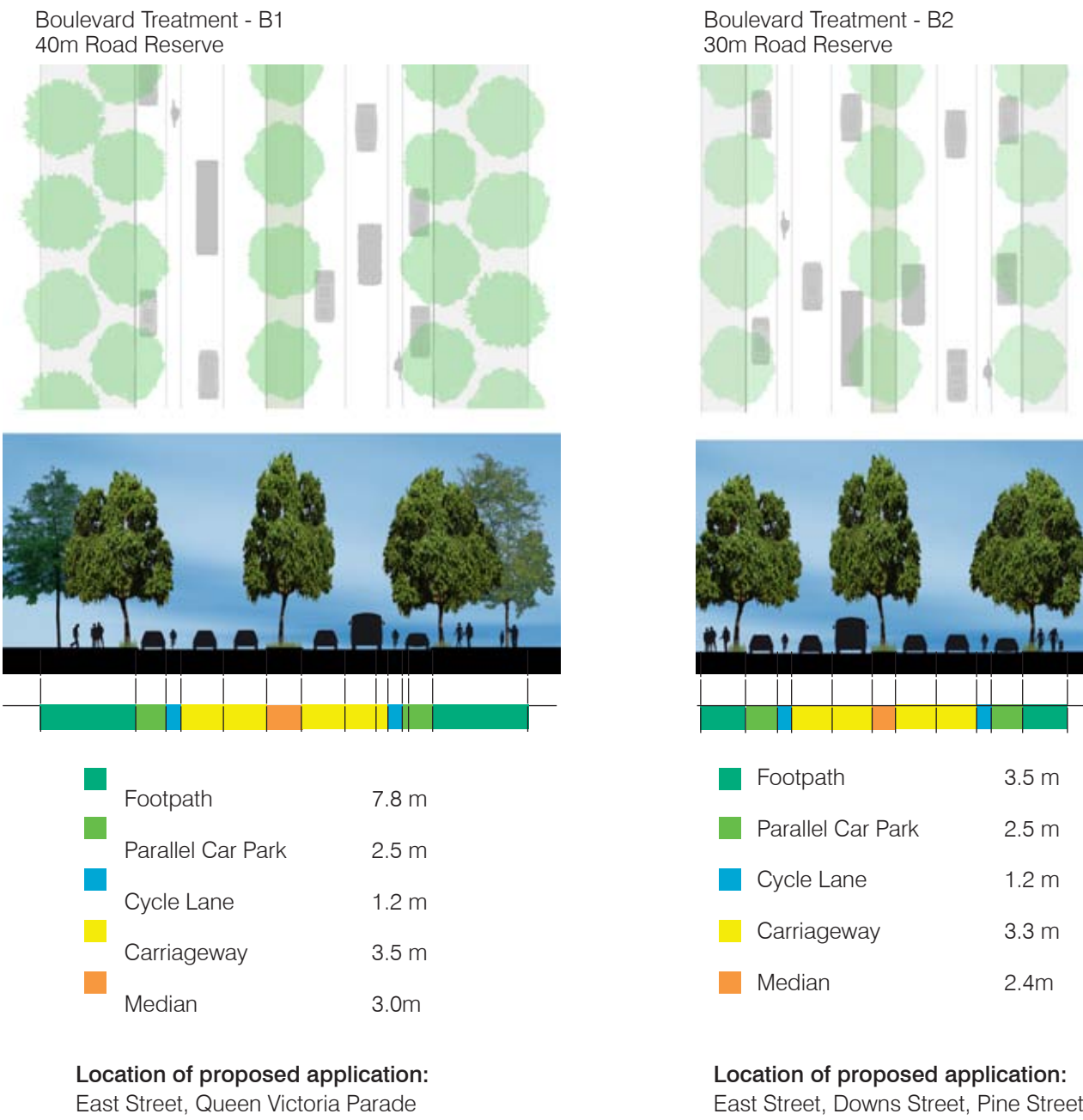


Figure 4.5d Centre Wide Boulevard Location

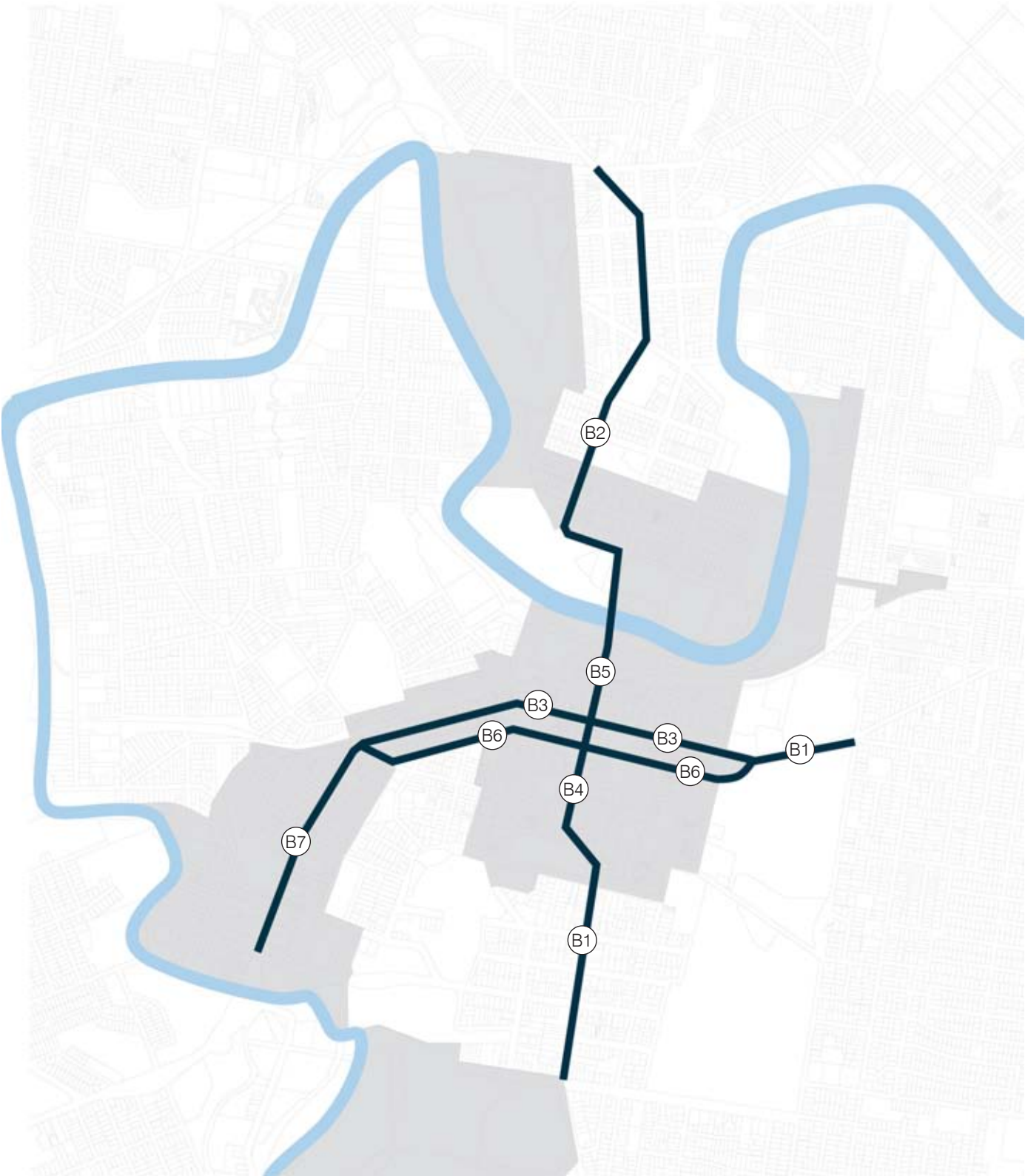
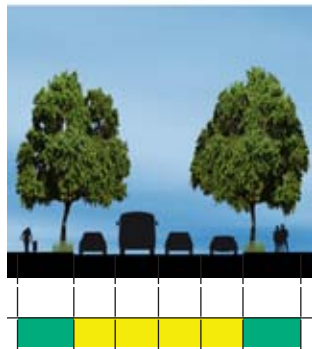
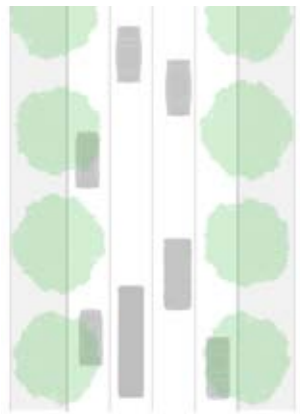




Figure 4.5e Typical Boulevard Treatments

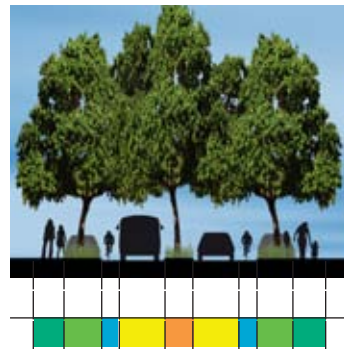
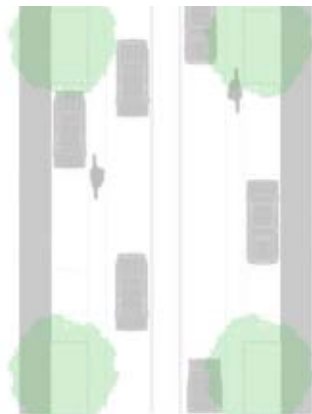
Boulevard Treatment - B3  
20m Road Reserve



Footpath 4.0 m  
Carriageway 3.0 m

Location of proposed application:  
East Street, Downs Street, Pine Street

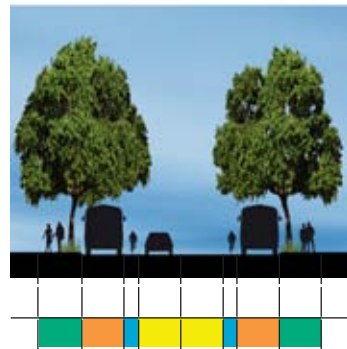
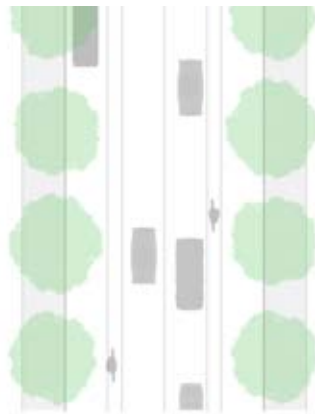
Boulevard Treatment - B4  
20m Road Reserve



Footpath 3.2m  
Parallel parking /  
kerb build-outs or traffic  
lanes depending on  
timing and feasibility 2.5m  
Cycle Lane 1.2m  
Carriageway 3.1m

Location of proposed application:  
East Street

Boulevard Treatment - B5  
20m Road Reserve



Footpath 3.0 m  
Bus set-down Lane 3.0m  
Shared Cycle Lane 1.0 m  
Carriageway 3.0m

Location of proposed application:  
East Street

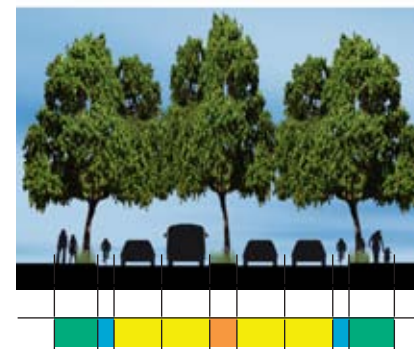
Boulevard Treatment - B6  
20m Road Reserve



Footpath 3.0 m  
Shared Cycle Lane 1.0 m  
Carriageway 3.0 m

Location of proposed application:  
Limestone Street

Boulevard Treatment - B7  
25m Road Reserve



Footpath 3.3m  
Cycle Lane 1.2m  
Carriageway 3.1m  
Median 2.8m

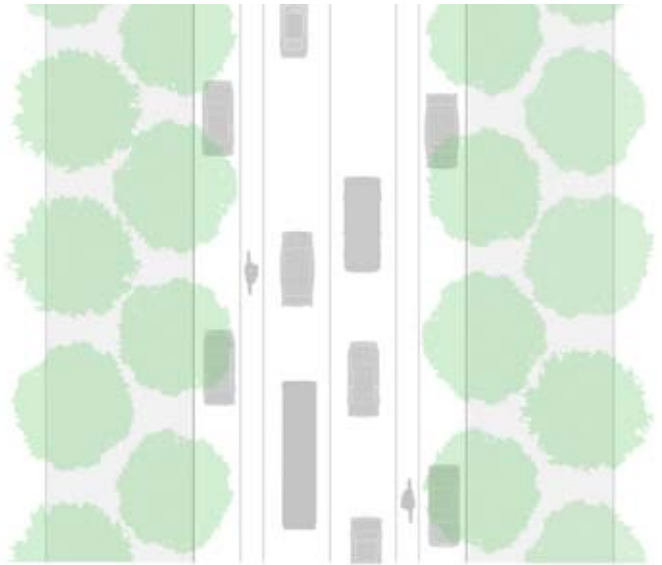
Location of proposed application:  
Brisbane Street

Figure 4.5f Centre Wide Avenue Location



Figure 4.5g Typical Avenue Treatment

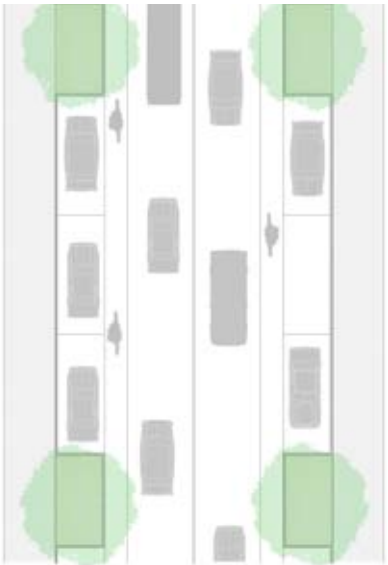
Avenue Treatment - A1  
30m Road Reserve



Footpath	7.8 m
Parallel Car Park	2.5 m
Cycle Lane	1.2 m
Carriageway	3.5 m

**Location of proposed application:** Gray Street, Pelican Street, Lowry Street, Flint Street, North Street, Lawrence Street, Ferguson Street, Delacy Street, Fitzgibbon Street, Canning Street, Salisbury Street, Short Street

Avenue Treatment - A2  
20m Road Reserve



Footpath	2.8 m
Parallel Car Park / Kerb build-out with ground cover planting	2.5 m
Cycle Lane	1.2 m
Carriageway	3.5 m

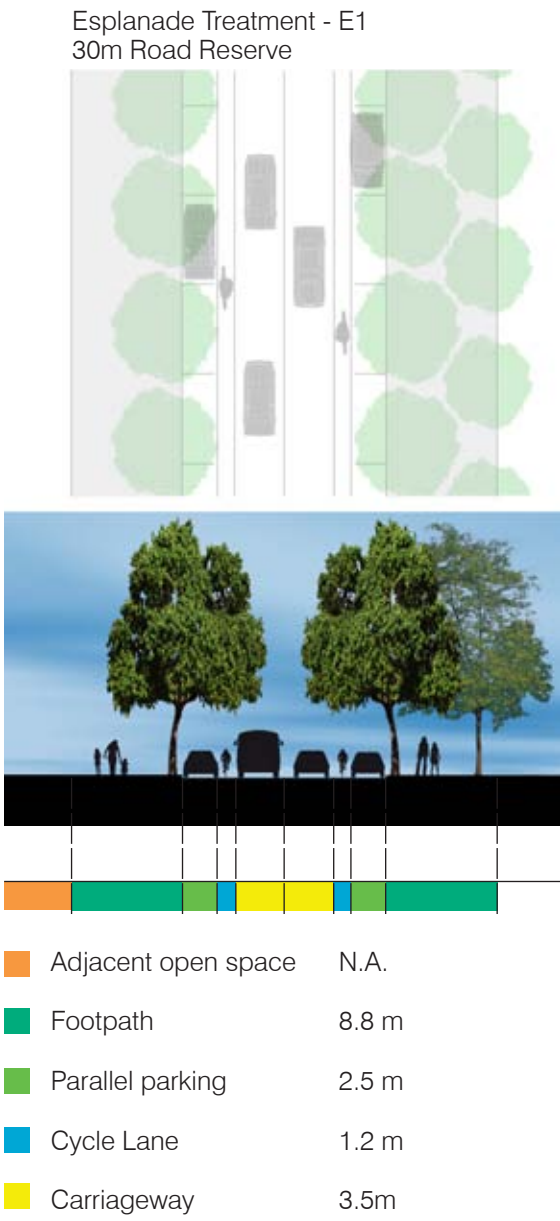
**Location of proposed application:** Gordon Street, Nicholas Street, Warwick Road, South Street, Roderick Street, The Terrace, Norman Street, Wyndham Street, WM Hughes Street. Blackall Street, Clay Street, Tiger Street, Park Street, Moffat Street, Burnett Street, Kingsmill Street, Chermiside Road



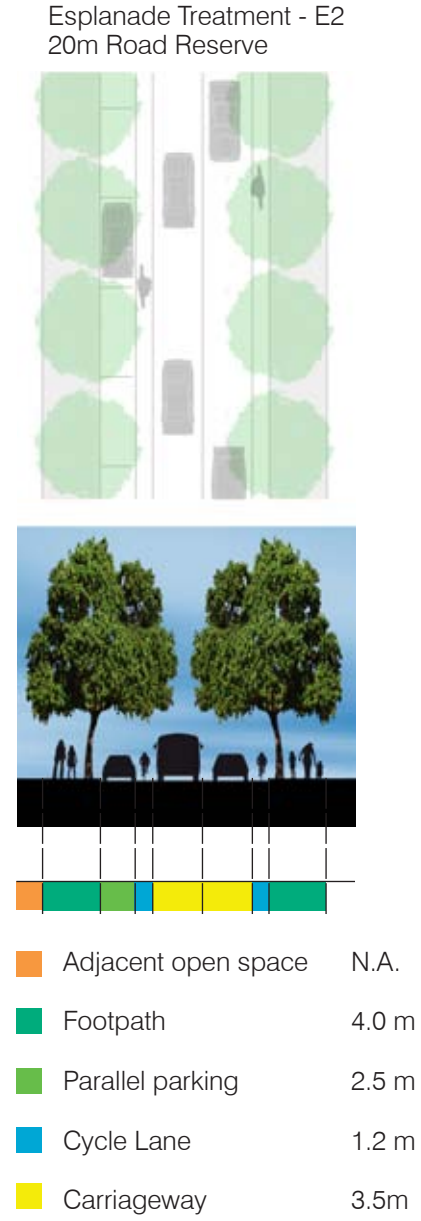
Figure 4.5h Centre Wide Esplanade Location



Figure 4.5i Typical Esplanade Treatments



**Location of proposed application:** Flint Street, Fitzgibbon Street, Omar Street, Chelmsford Avenue

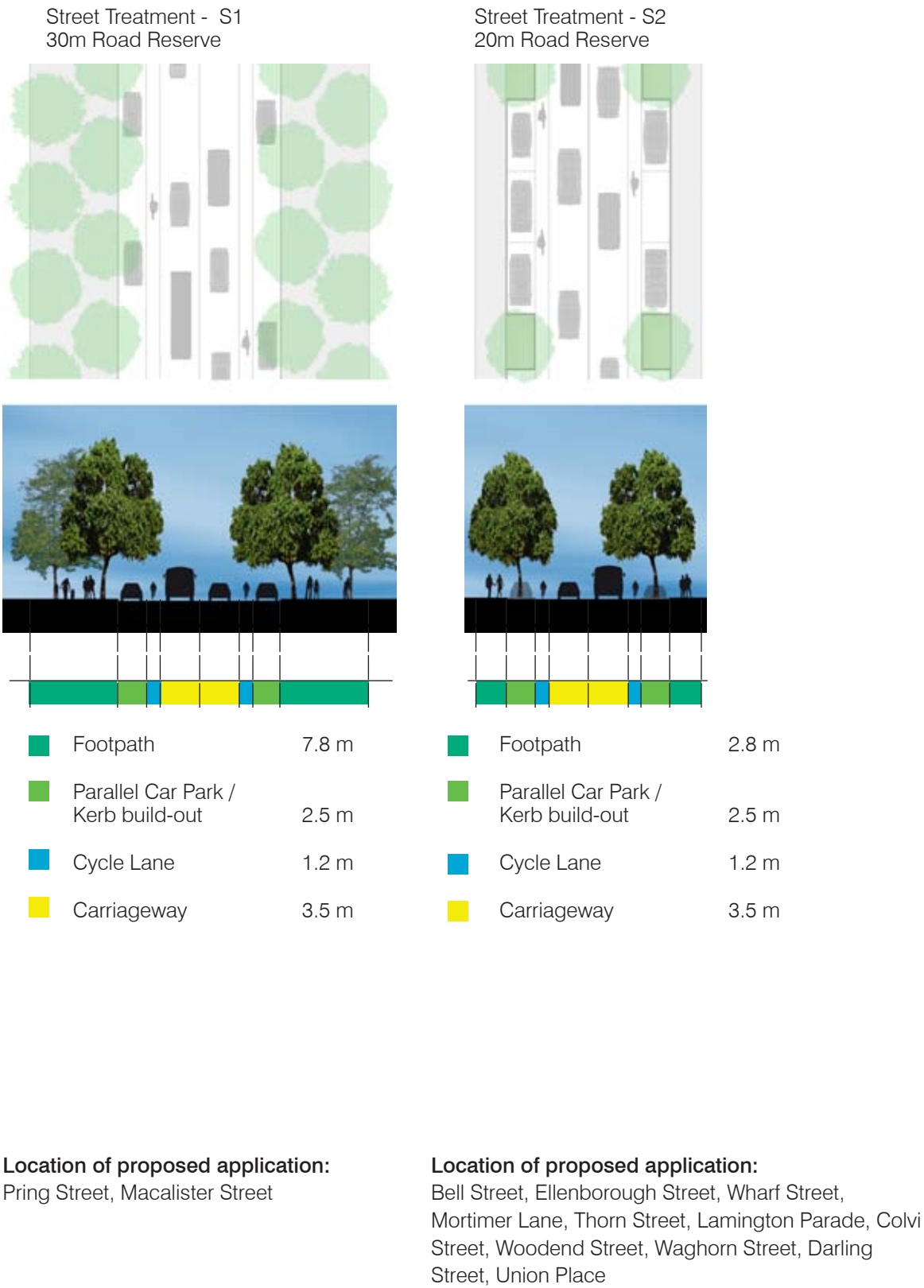


**Location of proposed application:** Chermanside Road, Milford Street, Bremer Street, King Edward Parade

Figure 4.5j Centre Wide Street Location



Figure 4.5.k Typical Street Treatments





## 4.6 Height and Intensity of Use

The issues of development scale and intensity are critical in shaping the image of a city and are directly related to the level of activity and amenity associated with the urban environment. This 'centre wide' strategy defines the intended height and intensity of new development throughout the key revitalisation areas of the centre.

### 4.6.1 Centre Wide Height and Intensity Strategy

The overall aim of the master plan is to create a dense, vibrant and urbane centre that provides the full mix of uses and forms able to create a thriving urban place and contributes towards fulfilling the centre's role as a principle activity centre whilst having regards to the centre's physical setting (nestled between three hills) and the views offered to existing residents and uses. A key factor in achieving this outcome will be the heights and densities of new development.

Figure 4.6a describes the desired maximum building height outcomes as well as desired height range for the centre. In general terms, height has been concentrated in and around the Centre Core as a way of reinforcing the primacy of the uses and functions located there. In some cases, the potential exists for higher buildings to be located on visually significant sites (refer planning scheme Figure 5-4). Where a higher building is pursued on these sites, proposals must be accompanied by a substantial economic, social, design, and environmental case that proves the need for additional height. This layer of the centre wide strategy aims to set out the intended scale and intensity of development within the master plan area and:

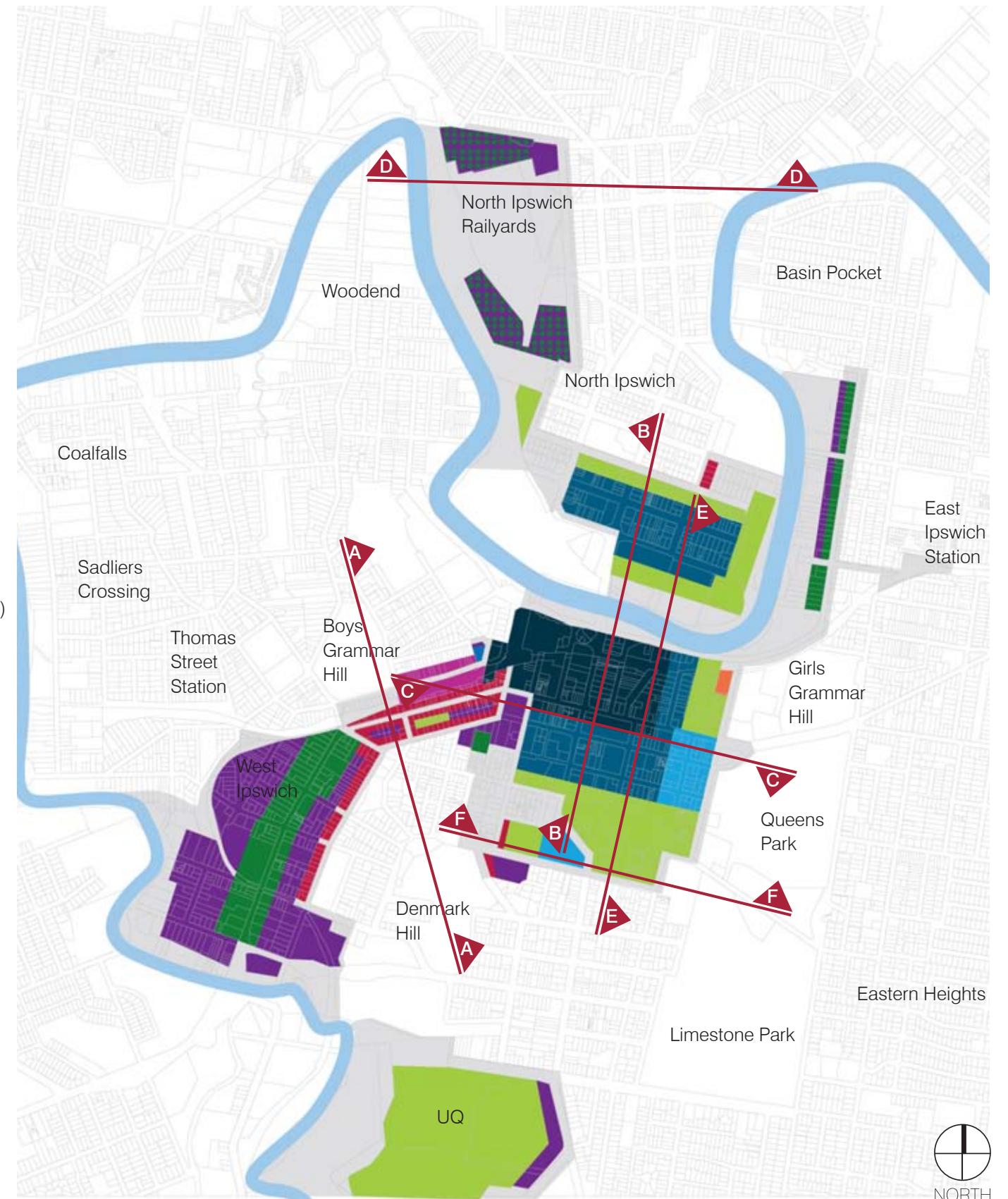
- Has considered the uniquely undulating topography and series of ridgelines and hills that surround the centre and the associated views afforded to existing residents and uses on the hillsides;
- Concentrates the most intense development in areas of highest public transport accessibility and amenity;
- Seeks to reinforce the visual primacy of the historic core of the centre by concentrating height in this area. This strategy will need to come forward on an opportunistic basis in areas where heritage values are high;
- Generally ramps heights and intensities down from the core; and
- Has generally utilised storeys rather than survey heights in an attempt to ensure development ultimately reflects the unique topography of centre.

For the purposes of the centre wide height strategy, a storey is defined as 3.2 metres. Roof top plant over 1.5m in height is considered as a storey.

#### LEGEND

	15-20 storeys (75m AHD)
	10 storeys
	9 storeys
	7 storeys
	6 storeys
	5 storeys
	4 storeys
	3 storeys
	2 storeys
	1 storey
	3 storeys with 6 storey signature buildings
	River
	Key Revitalisation Areas

Figure 4.6a Centre Wide Maximum Building Heights



4.6.2 Key Features of the Strategy

Figure 4.6a describes in plan form the overall approach to height and intensity within the master plan area and includes the following key features:


- **The Tallest buildings to be located in the Ipswich Centre Core:** Focussing the most intense heights and intensities of use within the core to cement its ongoing primacy in the hierarchy of Ipswich. Particular opportunities exist for new taller forms of development between East, Thorn, and Brisbane Streets and on the existing retail centre site between Ellenborough, Brisbane and Bell Streets;
- **Intense Support Precincts:** Generally allowing for increases in height immediately to the north of the Bremer River at The Terrace and to the south of the Centre core between Limestone and Roderick Streets;
- **Creating Distinctive Places:** Allowing for dense but lower forms of mixed use development along Brisbane Street West Ipswich;


- **Balancing Preservation with Opportunity:** Preserving the historic streetscape of Brisbane Street at the Top of Town whilst allowing for much more intensive forms of development to built over the rail corridor to the north;
  - **Unlocking the Riverfront:** Utilising the steep topography at Bremer East (within flooding constraints) to limit the impact of taller development so that impacts on East Ipswich are mitigated;
  - **Connecting Intensity to Amenity:** Allowing for heights and densities to increase on sites and blocks that front Queens Parks but to ensure that new development does not obscure views to and from Denmark Hill when approaching the centre from the east; and
  - **Protection of Views:** Setbacks along key view corridors and streets preserve views to surrounding ridgelines and from existing residences on hillsides.
- NB:** Refer to section 4.7 for notes on important view corridors, which will have an impact on the implementation of the height strategy.


4.6.3 Centre Wide Cross Sections

Figures 4.6b-4.6g are cross sections through the heart of the centre and describe, conceptually, the intended form of the skyline in the future. It is important to note that these are intended as a guide only and do not superseded any policies or plans in relation to the protection of heritage and views.

LEGEND

 Existing Groundplane and Skyline

 Current ICC Planning Scheme

 OCS Referral Line


 Potential Skyline Form

Figure 4.6b - Centre wide Section AA: West Ipswich to Denmark Hill



Figure 4.6c - Centre wide Section BB: Core Medical Zone to North Ipswich

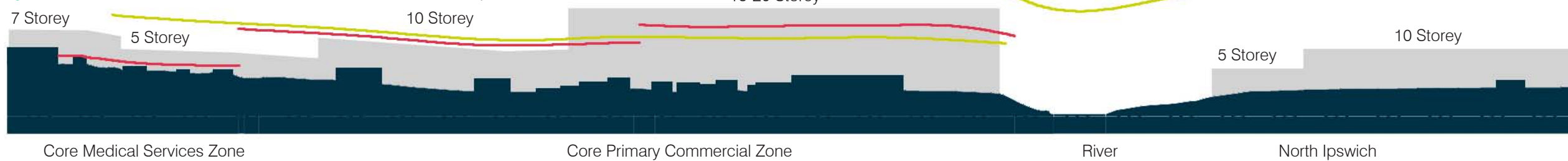
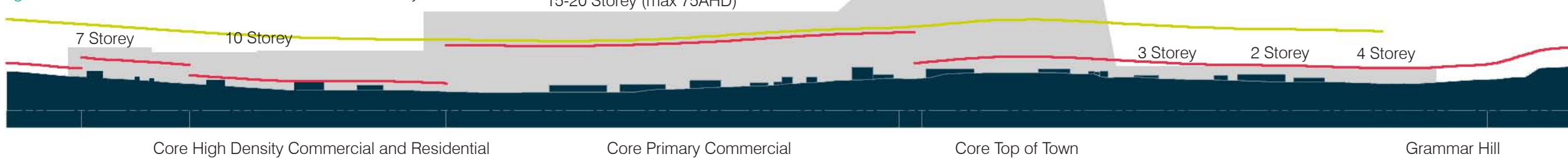


Figure 4.6d - Centre wide Section CC: Queens Park to Boys Grammar Hill





## 4.7 Views and Visual Relationships

Vision is the dominant sense and plays a fundamental role in our collective experience of any city. The topography and quite unique approaches to the centre of Ipswich combine to create a number of important visual experiences.

### 4.7.1 Centre Wide View Strategy

This centre wide strategy (refer Figure 4.7 overleaf) is based upon the current Ipswich Planning Scheme figure 5-4 “Landmark Features, Approach Routes & Gateways” and figure 5-5 “View Corridors” and aims to update this work so that it aligns with the aspirations of the integrated strategy and action plan and the content of this master plan. Action 75 within the endorsed integrated strategy and Action Plan for the regional centre is:

“Review the number of protected view corridors within the Regional Centre to promote high density residential development.”

In this context the strategy aims to:

- Identify those views that are of critical importance to the character of the centre with the aim of protecting and enhancing these;
- Identify those views that are of secondary importance and might require significant alteration in order to deliver the vision and strategies set out within the ISAP;
- Ensure that the impact of new development on identified views, particularly axial views to landmark buildings and panoramic views from the centre’s high points, is mitigated; and
- Reinforce the desire to ensure that new development does not significantly alter the context of an existing landmark (refer planning scheme figure 5-4). In this regard proposals for sites in proximity to landmark features should be accompanied by a detailed visual assessment.

#### LEGEND





-  Existing Groundplane and Skyline
-  Current ICC Planning Scheme
-  OCS Referral Line
-  Potential Skyline Form

Figure 4.6e - Centre wide Section DD: North Ipswich through Railyards

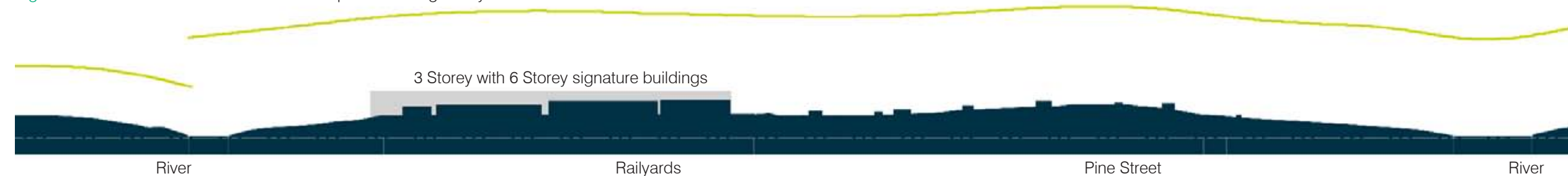


Figure 4.6f - Centre wide Section EE: North Ipswich through Core to South Ipswich

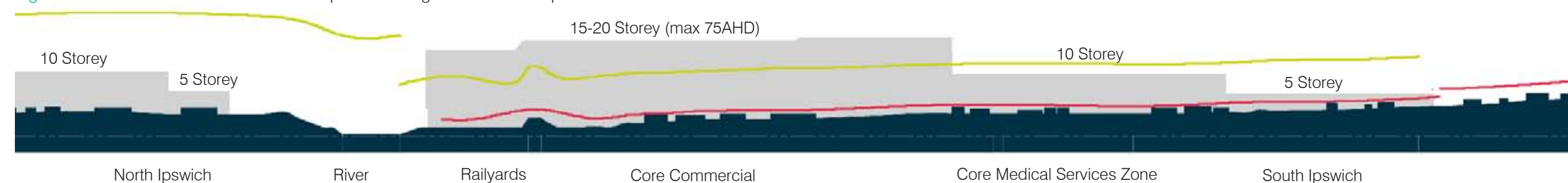


Figure 4.6g - Centre wide Section FF: Denmark Hill to Queens Park

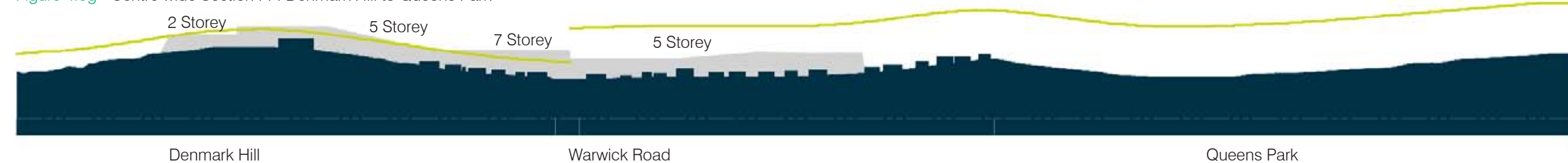
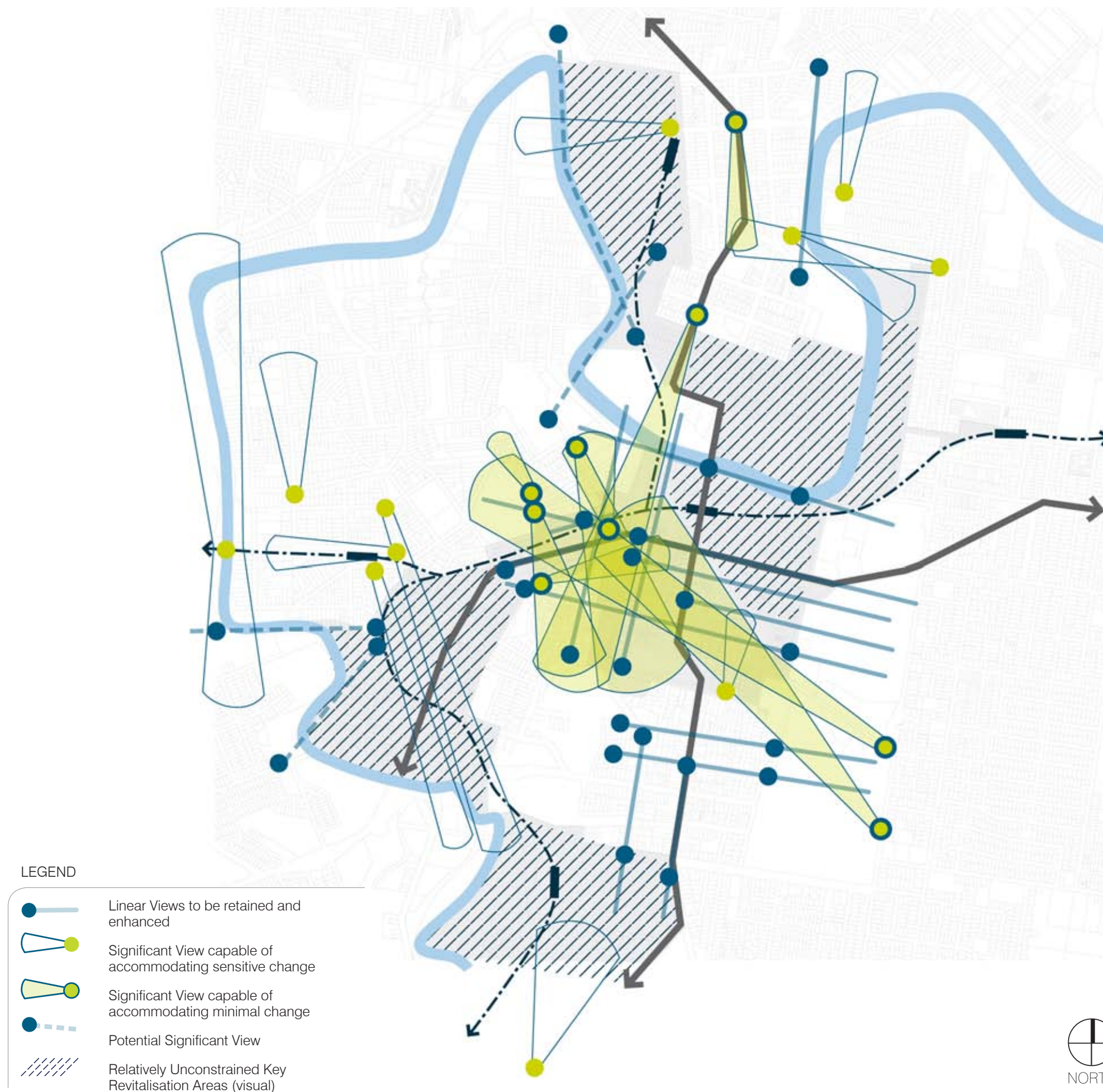


Figure 4.7 Centre Wide Significant Views



#### 4.7.2 Key Features of the Strategy

There is often a tension between the outright protection of established views within a heritage city and the need for new development to meet contemporary needs. Although this relationship is often viewed in a negative way, it is possible for new development to enhance views and also, through association, highlight the heritage character of a place. New development of a certain scale may also have the effect of adding interest to the skyline and creating a recognisable way finding device within a city's urban form, much as the recently completed 'aspire' apartments orient people toward the 'Top of Town'.

Retaining and enhancing key strategic views through the sensitive siting of new and taller forms of development is a key objective of this master plan. The features of the views and visual experiences strategy are outlined in figure 4.7 with the following key points of particular note:

- **Centre Approaches and Gateways:** Approaches to the centre from the north, southeast and west vary greatly in terms of their visual quality. On approach along Brisbane Street from the east, Queens Park provides a 'green' approach with sites along Milford Street offering opportunities for gateway development that defines the urban edge of the centre core. The approach from the south is relatively unconstrained with the mooted redevelopment of the showgrounds site providing an opportunity to create a new built gateway. From the southwest, Brisbane Street and West Ipswich are again relatively unconstrained and would benefit from coherent new development to create a sense of arrival. Downs and Pine Street on approach from the north has a major city landmark in the form of a historic school as a well as fine views toward Denmark Hill that should be retained.
- **Major City Landmarks:** Planning scheme figure 5-4 defines a number of 'major city landmarks' and 'local landmarks' the context for which should be sensitively considered as new development applications come forward.
- **New Landmarks:** A number of sites exist on key corners and at the termination of linear views. These present opportunities to deliver contemporary landmarks for the centre that juxtapose and complement the historic aspects of the townscape;
- **Denmark Hill:** Is a defining topographical feature of the townscape and new development should ensure that key lineal views along street corridors to the hill are retained and that views to the hill from elevated points such as Queens Park should not be obscured;
- **The River Corridor:** New development should front and frame the river corridor and not dilute the visual experience;
- **Queens and Limestone Parks:** Linear views to and from major green spaces along the axis of the established street network should be preserved and enhanced by new development; and
- **Relatively Unconstrained Areas:** The majority of the Centre Core, West Ipswich, The Terrace, Bremer East, and the University Village Key Revitalisation Areas represent relatively unconstrained areas in terms of potential visual impacts.



## 4.8 Heritage Character

Old towns make great new towns. The Ipswich Regional Centre is renowned for its exemplary heritage attributes, which are an extremely attractive basis on which to build a centre of the future.

### 4.8.1 Centre Wide Heritage Character Strategy

It is not the intent of this centre wide strategy to provide an overly detailed solution or to usurp existing policies and procedures relating to heritage, but rather to utilise the heritage of Ipswich as a foundation to create a richer and more interesting centre. Figure 4.8 sets out the centre wide master plan approach to heritage.

### 4.8.2 Key Features of the Strategy

Inherently, any centre wide strategy that relates to heritage will focus on protecting the existing heritage values and enhancing their interpretation. The key features of centre wide strategy for heritage are:

- To retain existing heritage buildings and places of interest and to encourage, where appropriate, their adaptive re-use so that they contribute to the liveliness of the centre;
- To identify ways in which clusters of heritage can be linked together to form heritage 'trails' that add a strong interpretive and tourism dimension to the centre. For example, develop a 'heritage trail' along Nicholas Street linking the water tower to the collection of listed buildings within the centre core;
- To encourage contemporary architecture and sensitive infill amongst the heritage buildings in key areas that highlights the relationship between the past, present and future;
- Investigate a tourism train service between the North Ipswich Railway workshops, Riverlink and the traditional Ipswich CBD core; and
- As part of a public realm strategy, design and implement an integrated signage strategy that improves the interpretation of heritage character elements.

#### LEGEND








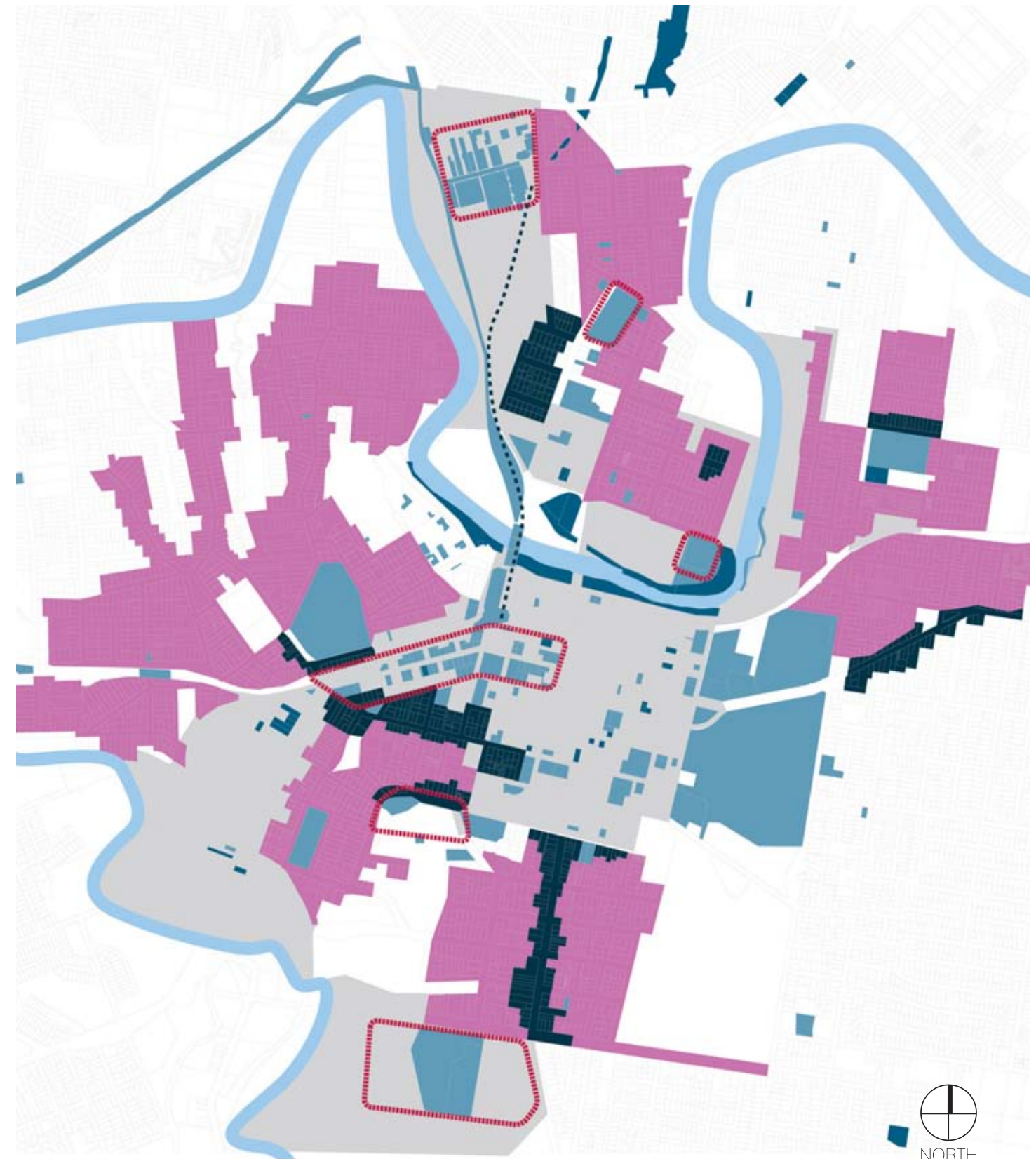
	Schedule 2 - Character Area
	Schedule 3 - Place of Interest
	Character Mixed Use Area
	Character Housing (Low + Medium Density - Sub Area)
	Heritage Rail Link
	Key Revitalisation Area
	Key Historic Complexes and groupings of Major Significance

Figure 4.8 Centre Wide Heritage Character



## 4.9 Building and Public Space Design

The built form and public spaces of a city is one of its most memorable and defining features. The Ipswich regional centre currently benefits from an extremely attractive heritage legacy that is in places is intact, but that more generally suffers from the undesirable impacts of piecemeal development. The following sub-sections describe a number of principles that should guide all new development (and the retro-fitting of existing development) within Ipswich.

This Section is supported by more detailed information and guidelines set out for each Key Revitalisation Area later in the document.

### 4.9.1 The Contribution of New Development to the Centre

The Ipswich regional centre is expected to become an exemplar in the integration of contemporary architecture and sub-topical building design within a heritage context. Developers and designers will be expected as a minimum to:

- **Civic Contribution:** Ensure all new buildings embrace the river (where possible) and have a strong relationship with, and contribute to the realisation of, the streetscape and public realm, avoiding extreme setbacks and footprint geometries that challenge the strong 'grid form' of the street network;
- **Place Specific Design Quality:** Provide attractive and climatically responsive buildings;
- **The Whole is Greater Than the Sum of its Parts:** Ensure that each building, although unique, does not compete for attention with its neighbours. The overall aim being to create a distinctive and memorable whole rather than a centre of competing 'icons'. Exceptions to this rule apply on gateway and landmark sites where built form is expected to be dramatic and visually exciting;
- **Visual Quality:** Be cognisant of the local topography, and in particular, the importance of the roofscape in a centre, which will be viewed from a number of high points. In particular, this will mean avoiding or masking roof top plant and mechanical equipment;
- **Design for Heritage:** New development should seek to create positive relationships with listed heritage buildings and places with infill being sympathetic in key character areas;
- **Visual Relationships:** Avoid blocking key linear views from within the centre to open spaces, the river corridor and prominent ridgelines and hills; and
- **Urban Relationships:** Ensure pedestrian entrances to buildings are always located on the street side of the building and where possible, introduce other uses to the ground floor to assist in activating the public spaces surrounding the development.

### 4.9.2 Sustainable Sub-Tropical Building Design

All development must demonstrate a compliance with the following principles of sub-tropical and sustainable design:

- **Green Star:** All new buildings within the centre are to meet at least a 4 star rating (or equivalent under another approved assessment method) under the Green Building Council of Australia's green star rating system;
- **Orientation:** Take advantage of solar access and natural light by orienting the building to exclude sun during summer and capture the sun's warmth during winter. Design buildings with articulated facades, shaded windows and walls to protect from summer sun and rain. This does not prejudice the first point above;
- **A Comfortable Public Realm:** Ground levels of all development must provide shade (or some form of useable weather protection) and solar protection to pedestrian footpaths (Refer Figure 4.9);

- **Water Management:** Incorporate a water management strategy for all new development that includes the collection and reuse of rainwater;
- **Passive Cooling:** Incorporate breezeways and maximise opportunities for natural ventilation;
- **Sustainable Construction:** Where appropriate to the land use and scale of the proposal, utilise lightweight construction techniques;
- **Enhance Local Distinctiveness:** Use of locally relevant materials; and
- **Landscape Depth and Quality:** Landscaping that contributes to the overall sub-tropical character of the area and should include the retention of significant existing landscape features (such as established trees) on each site.

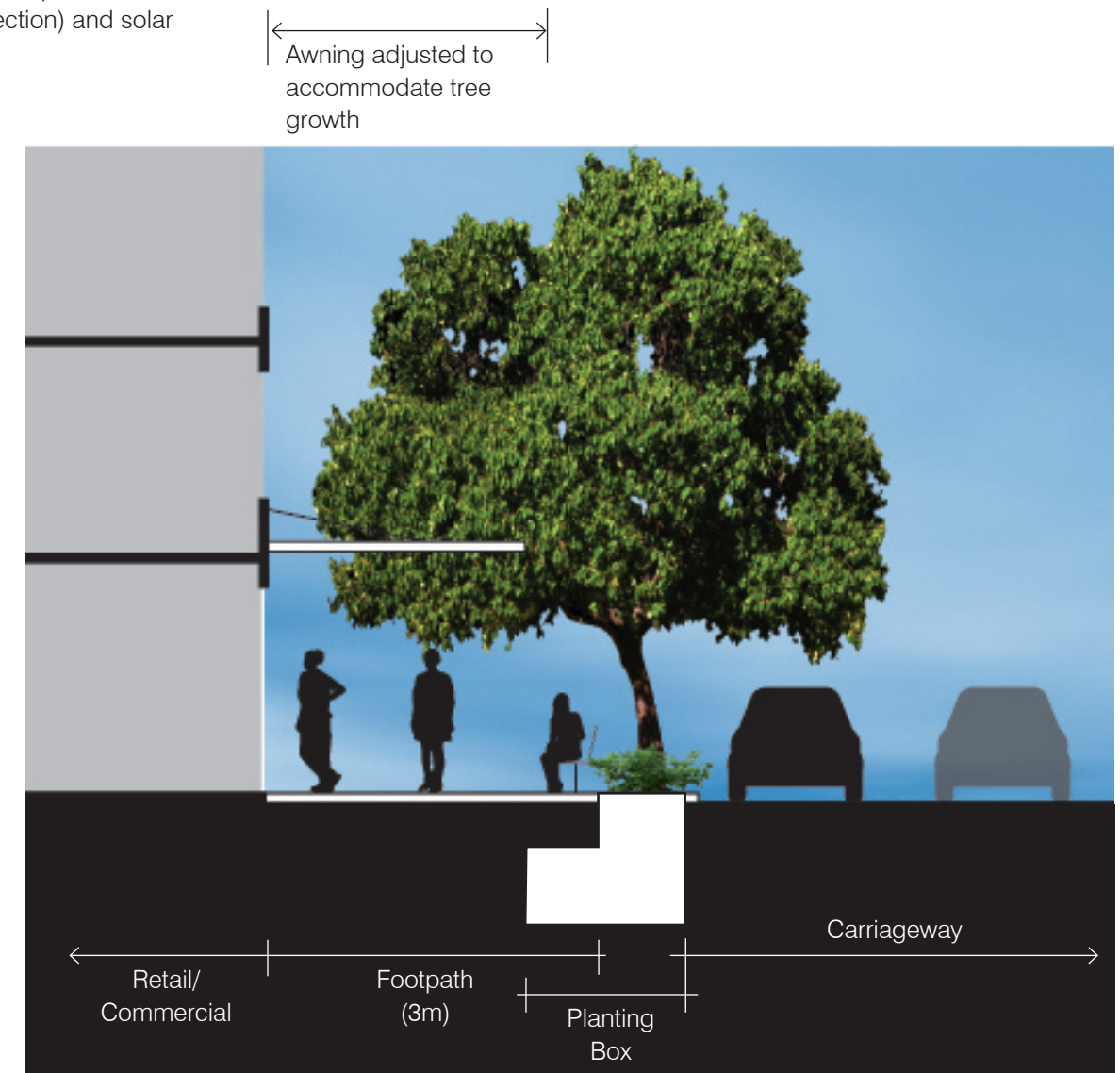


Figure 4.9 Typical Retail/Main Street Streetscape Edge



## 4.10 Locationally Undefined Land Use Drivers

Throughout the master planning process a number of important land use drivers, or key infrastructure projects, have remained locationally undefined. This is the result of a variety of external factors and has meant that this master plan has had to provide a design framework that is sufficiently flexible to accommodate a number of scenarios. We view this attribute as a strength of the plan and have defined, and broadly assessed, the possible locations for these key projects. The locationally undefined land use drivers that are explored in this section are:

- A regional multi-sports stadium with the capacity to seat approximately 20,000 people;
- A regional hospital comprising either the expansion of the existing facility or the development of a new facility on an alternate site;
- River Heart Parklands – Stage 2, comprising a aquatic lagoon; and
- A multi-purpose performing arts (and possibly convention) centre.

### 4.10.1 Locational Assessment Criteria

In order to determine the relative merits of the various locations for each land use driver, prospective sites have been assessed against common criteria. The aim of this process has been to provide a balanced view on the likely advantages and disadvantages of each scenario. It is important to note that this process has been undertaken at a high level and has been based upon information available at the time. The criteria that have been utilised to make the assessment are as follows:

**“Proximity to public transport”:** Each site has been broadly assessed against its current, or likely future, accessibility to public transport. In this case it has been assumed that all of the public transport initiatives identified within the master plan have been achieved. Should this change; the result of the assessment would also change;

**“Highest and Best Use of the Land”:** This criterion seeks to assess each location / use in terms of its ability to achieve the highest and best use of land and assumes that the majority of the measures set out in the master plan have been achieved. For example, a land hungry use that does not contribute to the day-to-day economic and social vibrancy of the city core would not be the highest and best use of the land;

**“Synergies with Adjoining Uses Maximised”:** This criterion assesses the location / land use combination in terms of its potential synergies with adjoining land uses. For example, a hospital in proximity to a health precinct or educational campus offers operational, economic, and functional benefits to both facilities;

**“Appropriate Co-location of Uses”:** Each location / use pairing is broadly assessed against any conflicts that may emerge once the quantum and type of development set out in the master plan has been realised. For example, a use that generates excessive noise adjacent to a residential precinct would be seen to be an inappropriate co-location of uses; and

**“Capacity of Site for Facilities Expansion”:** Broadly speaking, each site has been assessed against its ability to accommodate expansion in the future. This is based on current thinking in relation to the form and scale of each facility and may change as building typologies and operational requirements change over time. In overall terms, the size of each prospective site in relation to each other is the key-determining factor here.

### 4.10.2 Locational Assessment

Table 4.10 and figure 4.10 work in tandem to graphically depict the assessment of each use / locational combination against the criteria described above. To provide a more considered outcome, each location is the subject of either:

- No score – locational / use combination does not (or only in a very limited way) respond to the criteria;
- Half Score – locational / use combination partially (or might with additional effort and investment) responds to the criteria; and
- Full Score – locational / use combination generally meets or exceeds the criteria.

The possible locations for each facility (figure 4.10) were initially agreed at the Enquiry by Design Process and refined during meetings with key stakeholders and technical officers that took place during the development of the master plan.

### 4.10.3 Regional Hospital

The retention of a regional hospital within the centre will be fundamental to the centre’s overall success. The current site of the Ipswich Regional Hospital has been identified as being potentially too constrained for ongoing use and expansion. In this context Queensland Health are currently undertaking investigations to determine the feasibility of redeveloping the current site or relocating the facility to an alternate location. During the Enquiry by Design (EBD) process a number of alternative sites were identified and have been broadly assessed in table 4.10.

The SEQ Infrastructure Plan and Program 2007-2026 indicates that for the regional health infrastructure for the Western corridor there be two health precincts in the area with possible sites being Ipswich and Springfield. Catalytic Project 16 is “Secure the Future of the Ipswich Hospital and proposed Health Precincts in the Ipswich Regional Centre and their relationship to the existing Centre Core Medical Services Precinct”.

Health Precincts are service approach designed to provide a contemporary and flexible response to the need for selected services across the health continuum in major urban and regional growth areas. The model involves co-locating a range of service providers to enhance local service provision and improve integration of services by establishing formal partnerships and providing the infrastructure necessary to enable seamless service delivery.

The development of Health Precincts reflect the need to re-orient the health system to enable safe and sustainable services to be provided closer to where consumers live, improve coordination between service providers and reduce the demand on acute hospitals.

Community-based services are non-hospital services providing prevention and promotion activities targeting individuals and groups, early identification and intervention, assessment, treatment, health maintenance and continuing care services delivered by a variety of providers. There is growing international evidence which suggests that comprehensive and well coordinated community-based services can improve the health status of the general population, reduce health inequalities by improving access to services and provide cost-effective and high quality care. Many emerging models rely on strengthening multidisciplinary teamwork, workforce substitution and the sharing of information across service providers to more effectively meet consumers’ needs. The Health Precinct model is consistent with these approaches.

Notes on each of the sites identified for a regional hospital during the EBD are set out below. Accompany roles on the potential location of a health precinct are also included.

#### Existing Site

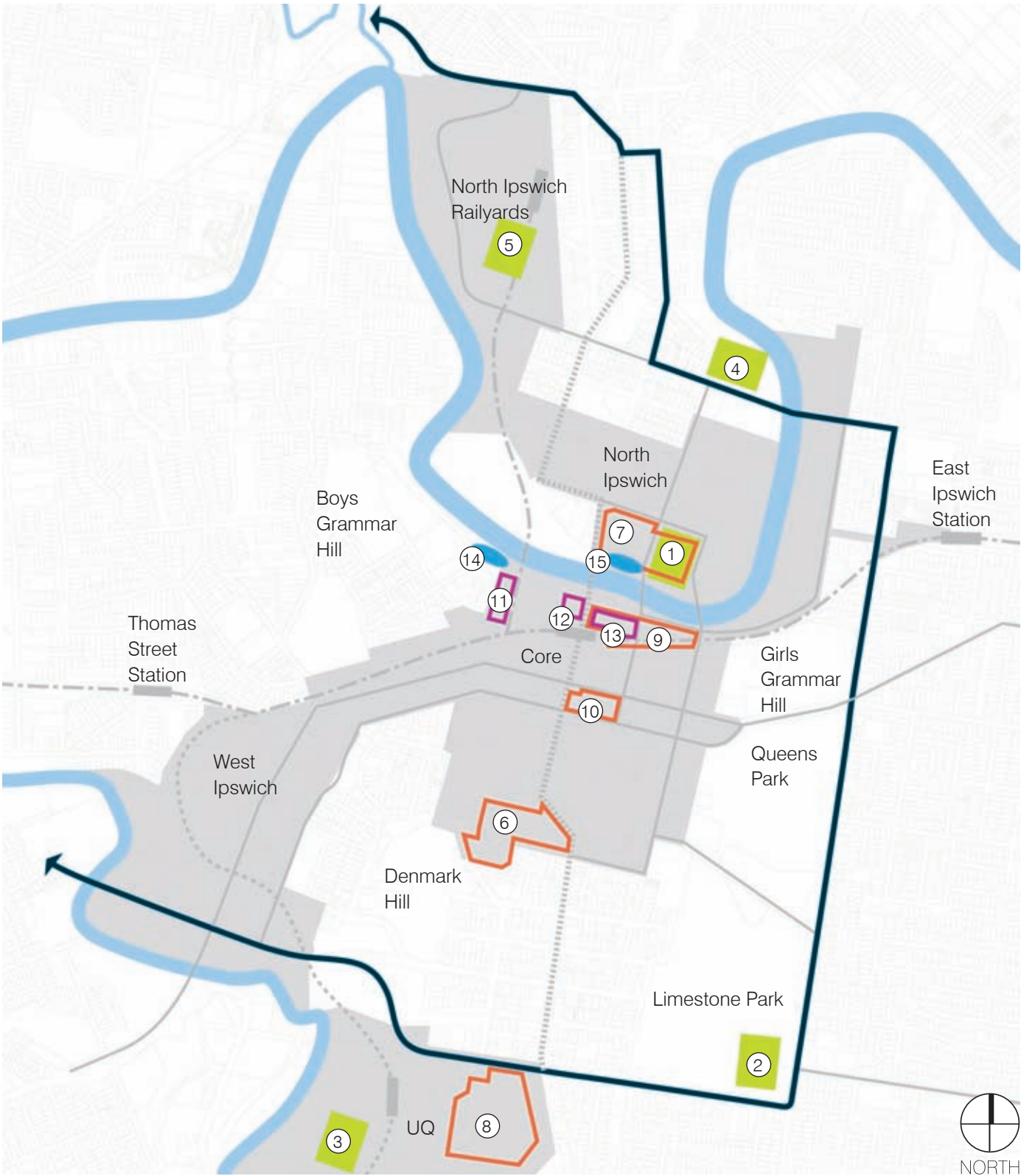
The existing site is constrained for expansion due to its steep topography and the difficulties associated with maintaining crucial health services whilst undertaking a redevelopment of the site. However, subject to overcoming these challenges, the existing site does remain a legitimate option for the facility. Should the site be able to accommodate the expansion of the hospital, it will need to be ensured that service provision from the site can be maintained and that any services that are decanted from the site to allow for expansion are committed to return.

Should the site be found to be unable to accommodate the hospital in the longer term, the existing hospital buildings are proposed to be adaptively re-used for either a private healthcare facility, an education campus, or a ‘health precinct’ for the delivery of community health services such as a ‘GP super clinic’.

Table 4.10 - Major Infrastructure Projects Locational Assessment

Location Detail		Proximity to Public Transport	Highest and best use of the land	Synergies with adjoining uses maximised	Appropriate collocation of uses	Capacity of site for facilities expansion
Sports Stadium						
①	The Terrace - North Ipswich					
②	Limestone Park - current velodrome site					
③	Adjacent University - Sandy Gallop Golf Course					
④	Cribb Park - North Ipswich					
⑤	Over QR Rail yards					
Regional Health Care Facility						
⑥	Existing Site					
⑦	The Terrace					
⑧	Showground Site					
⑨	South of the River on King Edward Parade					
⑩	Within Core between Limestone and Brisbane Streets					
Performing Arts Centre						
⑪	Ellensborough Street corner of Bremer Street over rail line					
⑫	Within redeveloped Transit Centre incorporated with new Civic Plaza					
⑬	South of the River on King Edward Parade					
Recreational Lagoon						
⑭	South of River adjacent Riverheart stage 1					
⑮	The Terrace - North Ipswich					

Figure 4.10 - Major Infrastructure Projects Locational Assessment





The Terrace

The terrace is of adequate size and dimensions to accommodate a regional hospital. It is in close proximity to the existing railway station and proposed transit interchange and would act as a major catalyst for the intensification of North Ipswich. Some of the challenges that would need to be overcome include:

- The sporting grounds currently occupying most of the land (which are also likely to be the subject of investment in the short term), would require relocation. This process is likely to add significant time to development of the new hospital;
- The hospital would absorb all of the remaining riverfront opposite the centre core and would require a 'non-traditional' architectural response to ensure that it enlivened rather than detracted from the public realm;
- The site would be bisected by the alignment of the proposed Marsden Parade bridge; and
- The impacts of the hospital on adjacent proposed high-density residential uses would need to be considered and mitigated.

Showgrounds

The showgrounds site offers a relatively unconstrained parcel that has obvious synergies with the adjacent university campus and its already strong health curriculum. The main disadvantages of the site relate to its current level of public transport accessibility and its ability to interact with, and contribute to, the vitality of the centre core. However, the master plan has set out an approach to public transport that, if delivered at a pace that reflects the growth of the hospital, would be able to dramatically improve accessibility and go some way to improving the interaction between the site and centre core.

Under this scenario, the health hub / health precinct (as opposed to the hospital) would remain in the vicinity of the existing hospital and in proximity to the existing cluster of health support uses.

King Edward Parade

This site would offer excellent views across the Bremer River, activate currently under-utilised land, and would be adjacent to the main rail station and proposed transit interchange. However:

- The facility would take up over 50% of the centre core's river frontage;
- Accessibility, particularly for emergency vehicles, is extremely poor and would be exacerbated by plans to further reduce the scale of King Edward Parade as a way to improve pedestrian connectivity between the city and its river; and
- It is unlikely that, because of the operational requirements of the hospital, the building form could be delivered as a series of taller slender buildings. The more likely form would be a group of broad buildings with large floor plates, which would reduce the desired visual permeability to and from the

river.

A health hub / health precinct rather than a regional hospital is likely to be more suitable for this site.

Between Limestone and Brisbane Streets

This relates to the current site of the Coles supermarket and would have a number of advantages in terms of its economic and social contribution to the centre core. The site is around half the size of the current Public Hospital facility and would be unable to accommodate the quantum of floor space, car parking, and emergency vehicle access required. The site may, subject to further investigations, support a Health Precinct in this location.

Recommendation

In advance of the results of the investigations being undertaken by Queensland Health it is considered that, on balance, the most appropriate site for the Hospital, should relocation be the preferred option, would be the existing showgrounds. This scenario has been conceptualised as an urbanised health campus that has synergies with the university and is in proximity to planned rail connections (refer to section 5.8).

It is important to note that this recommendation is on the basis that the planned rail station at the university is delivered, that a fast and efficient public transport linkage can be established between the centre core and the showgrounds site, and that an appropriate egress strategy for the showgrounds be agreed.

Options for the location of the proposed Health Precinct are more numerous and will be dependent upon the final location for the regional hospital as these facilities should be separated to offer better service provision. On the basis that the hospital move to the showgrounds site as recommended above, the preferred location for the health precinct would be on, or adjacent to, the current hospital site.

4.10.4 Regional Sports Stadium

Ipswich City Council has identified a long-standing need for a regional multi-sports facility. The locational assessment set out within table 4.10 ranks The Terrace at North Ipswich and the Sandy Gallop Golf Course adjacent to the University of Queensland Campus as the two most appropriate locations for the stadium. A summary of the advantages and disadvantages of each site is as follows:

The Terrace

The location of a regional multi sports stadium at the terrace has the following advantages:

- The site is on public land (although subject to a trustee lease agreement) and has been the subject of previous studies which confirm its suitability for development as a stadium;
- It has been suggested that there is a strong community expectation that the stadium will be located at the Terrace;
- There is a natural progression from the current use of the site as playing fields to a regional sporting facility;
- The site is within 5 minutes walk of the existing Ipswich railway station and proposed new transit centre;
- There is the potential for a major recreational precinct to be developed by integrating the stadium with other uses and future stages of the Riverheart parklands; and
- The site is highly visible. This is also potentially a disadvantage depending on the investment in design quality that ultimately occurs.

And the following disadvantages:

- Although large enough to accommodate a stadium, the proposed Marsden Parade Bridge will bisect the site making an integrated expansion more difficult;
- As development continues to intensify at North Ipswich, the noise generated by events held at the stadium are likely to negatively impact on adjacent residences and prejudice the ability of the stadium to be used at any time;
- The value of the land, because of its proximity to the centre core, is likely to increase dramatically over time and other uses will offer a greater economic return to the city;
- The bulk of a stadium complex may block views toward the river from the north;
- The need for large numbers of people to cross relatively narrow bridges at peak times will require ongoing management;
- The stadium will need to be developed as a mixed use complex comprising administration, conference, recreational, training, museum and other facilities or it will not generate the activity required to enliven the river corridor at all times of day. This may require more land than is currently available; and
- The stadium will need to be of a world-class design quality to justify its prominent and highly visible location. This is also an advantage but will have impacts on the viability and funding of the scheme.

Adjacent to University

The location of the regional multi sports stadium adjacent to the university has the following advantages:

- The land, although currently leased by the golf course, is within State Government control;
- The site is immediately adjacent to a proposed rail station and would deliver patrons directly to the facility;
- The site is adjacent to the University of Queensland Campus and if chosen as the preferred location for the new regional hospital would provide excellent synergies in relation to sports education, health and research;
- The scale of the site allows for facilities expansion and the creation of additional open space and active recreational facilities to meet the demand associated with a city of 350,000 people;
- The impacts of event generated noise are mitigated as adjacent residential uses are at a low density and are somewhat removed from the site;
- The topography of the land means that the bulk and scale of the facility can be nestled into the landscape, reducing any visual impacts on surrounding buildings; and
- Development and funding options exist. The complex can come forward as either a mixed-use complex (preferred) or as a more traditional single use stadium as the facility is not required to ‘activate’ the centre core.
- And the following disadvantages:
- The viability of the site is entirely dependent on the delivery of the planned rail station adjacent to the university;
- Should the regional hospital not re-locate to the showgrounds site, the amount of land use synergies associated with the stadium would be reduced. Although, an alternative and yet to be defined use for the showgrounds may offer similar benefits; and
- Community expectations about the ultimate site for the stadium will need to be carefully managed.

Recommendation

Because of the strong land use synergies, planned rail infrastructure, limited impacts and its capacity for expansion, the area to the west of the university campus is, in an ultimate sense, the preferred location for the stadium facility.

On the basis that a sequence of development and infrastructure implementation will be required to achieve the ‘ultimate’ state described in this master plan we propose the following broad strategy in relation to the stadium:

- Determine the design feasibility of both the Terrace and University sites to enable an informed decision;
- Invest in the existing facilities at the Terrace to meet current demand. This should be done in the context that the facility would ultimately be

re-located adjacent to the university. An estimate of the design life for the facility at the Terrace would be 10-15 years which should allow sufficient time for the population, and demand for a larger facility at the university, to have grown to the required level;

- Regularly and clearly communicate with the community to manage expectations about the future of the Terrace site; and
- Once the railway station has been secured at the university, commence the design and construction of the stadium complex in that location. This will need to be timed to coincide with the ‘taking to market’ of the Terrace as a single development opportunity, which would require the chosen developer to assist in delivering the new stadium facility at the university.

4.10.5 Aquatic Lagoon: River Heart Parklands Stage 2

As an extension to the extremely successful ‘River Heart Parklands’ on the southern banks of the Bremer River, demand has been identified for a lagoon similar in concept to those at South Bank, the Cairns Esplanade, Redcliffe, Airlie Beach, Kings Beach and Townsville’s esplanade. This was originally proposed immediately to the west of the first stage of River Heart however, consultation and the EBD process identified that benefits exist in considering an alternate site on the north bank of the river. Both sites have strong attributes, however on balance we recommend that the Lagoon (River Heart Stage 2) be developed on the northern banks of the Bremer River as:

- This site is larger and less topographically constrained and therefore more able to accommodate expansion should this be required (the currently proposed site is narrower and steeper);
- The site will underpin the development and intensification of the Terrace and encourage investment in North Ipswich;
- The site is more directly visible from the Centre Core, which will, for the first time, enable views toward water from the heart of the centre (the currently proposed site is not visible from most of the Centre Core);
- The currently proposed site on the southern banks will overlook the rear façade of Riverlink Shopping Centre; and
- The southern site has limited space to accommodate ancillary facilities (café / kiosk) and is dependant on the provision of new car parking on adjacent land.

Recommendations

For the purposes of this master plan the aquatic lagoon has been illustrated as being developed at the Terrace. Further work and consultation will be required, including a determination of the extent of the sports facilities enhancements at the terrace, before a final decision can be made. One outcome may be that two facilities, one in each location offering different experiences, could be developed.

4.10.6 Multi Purpose Performing Arts Centre

The addition of a first class Cultural and Performing Arts Centre to the Centre Core is seen to be an important outcome of the revitalisation strategy for the city. This will complement the excellent art gallery and add a significant civic and cultural dimension to the centre. Following wide ranging stakeholder consultation and this assessment it is recommended that the Multi Purpose Performing Arts Centre form part of the railway station site redevelopment because:

- It can be set within a major new civic space that celebrates the connection between the centre and river;
- The commercial outcomes associated with the station redevelopment are likely to be able to contribute to a more comprehensive facility; and
- Direct access to a multi modal transit interchange and the high levels of footfall associated with the commercial development of the site will contribute to the viability of the performing arts centre.

4.10.7 Representation of Assessment Outcomes in the Master Plan

For the purposes of this document the recommendations above have been included in the illustrative material set out in Section 05. However, the master plan has been structured to be sufficiently flexible so that recommendations that might be overtaken by events, or additional opportunities that are identified, can be accommodated within the plan.



## 5.0 Introduction

This section of the master plan provides a detailed package of design and planning information that will guide the development of an attractive, connected, coherent, and successful regional centre. Eight Key Revitalisation Areas have been identified and refined over the course of the master planning process as below:

- Ipswich Centre Core;
- Ipswich Centre South;
- The Terrace;
- Top of Town;
- West Ipswich;
- Bremer East;
- North Ipswich Railway Yards; and
- University Village

The Key Revitalisation Areas are set out in Figure 5.0.

### Determining the Key Revitalisation Areas

Figure 5.0 is the result of the Enquiry by Design (EBD) process and identifies, conceptually those areas of the regional centre that either demand, or have, the greatest capacity for change. This diagram has been endorsed by all key stakeholders and forms the agreed intellectual basis for the final Key Revitalisation Areas plan.

### Role of the Key Revitalisation Areas

The Key Revitalisation Areas provide the framework necessary to move from the centre wide strategies identified in Section 04 to context specific design on a precinct-by-precinct basis. Within this section each Key Revitalisation Area:

- Integrates with the centre wide strategies previously outlined;
- Provides more detailed information in relation to the character, function, structure and the amount of change associated with each area;
- Illustrates potential physical outcomes;
- Provides high level design guidance in relation to setbacks and the desired scale of development; and
- Investigates in more detail any catalytic projects (refer Section 4.1) that might occur within the area.

### Development and Change Outside Key Revitalisation Areas

It is important to note that areas that fall outside the Key Revitalisation Area's remain subject to the current Ipswich City Council Planning Scheme.

#### LEGEND

- |   |                         |
|---|-------------------------|
| 1 | Ipswich Centre Core     |
| 2 | Ipswich Centre South    |
| 3 | The Terrace             |
| 4 | Bremer East             |
| 5 | Top of Town             |
| 6 | West Ipswich            |
| 7 | North Ipswich Railyards |
| 8 | University Village      |

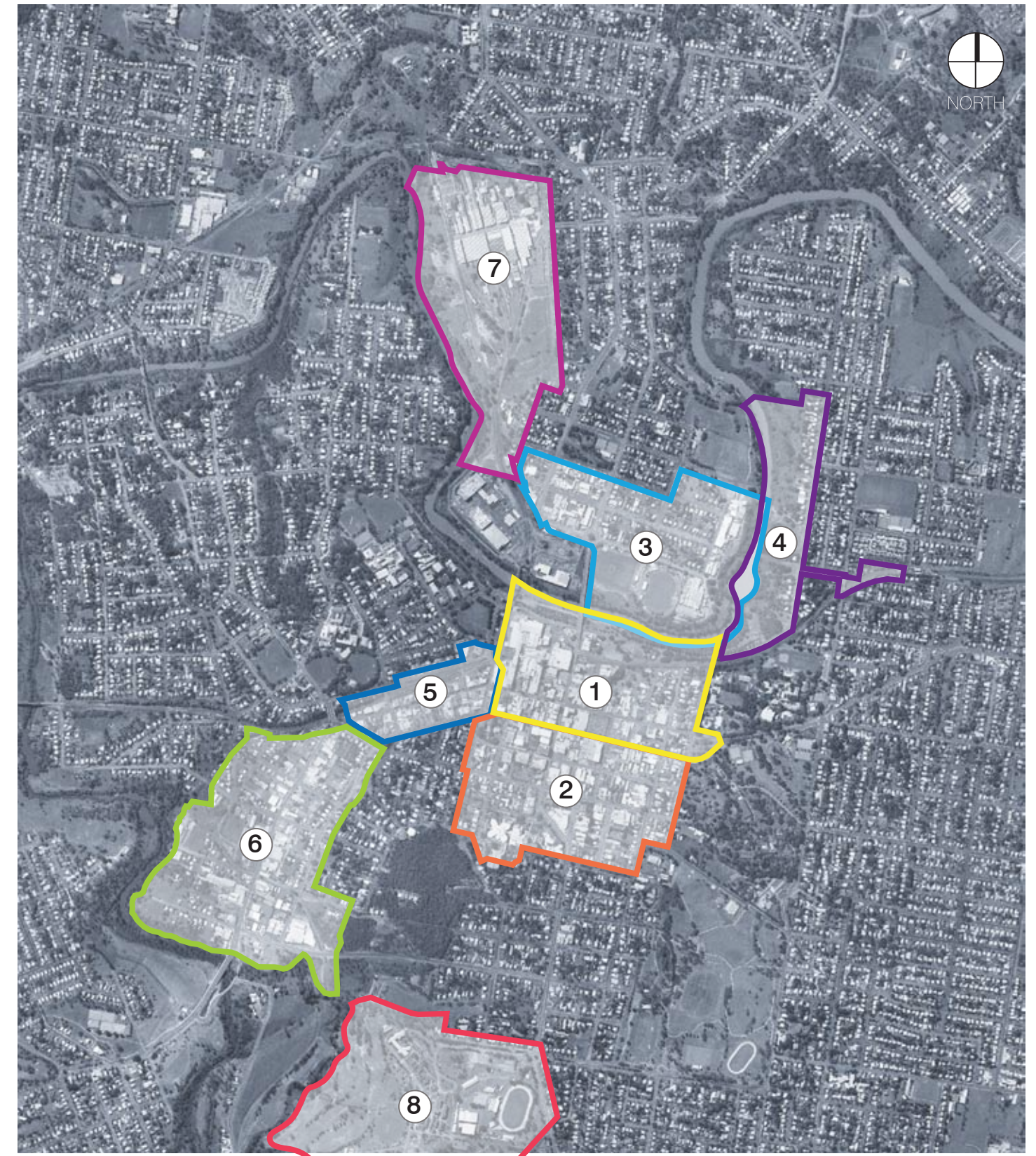


Figure 5.0 - Key Revitalisation Areas



## 5.1 Key Revitalisation Area 1: Centre Core

The Centre Core is the most important of all the Key Revitalisation Area's identified featuring the majority of key catalytic projects and, because of its cultural and economic significance, will be required to deliver exceptional local, centre wide and regional outcomes.



Figure 5.1 - Ipswich Centre Core: Key Plan

### 5.1.1 Vision

"The Centre Core will be the 'centre' for the western corridor, accommodating major employment, residential, cultural and recreational developments within a framework of fine heritage buildings and radically improved streets and public spaces. The Centre Core will, through the redevelopment of key sites, reconnect with the riverfront, provide exciting new cultural and civic developments, and be regarded as an exemplar in transit oriented development and sub-tropical design."

### 5.1.2 Objectives

The objectives that underpin the vision for the Centre Core are:

- To reinforce the primacy of the Centre Core as the retail, commercial, entertainment, cultural and civic heart of the city by focusing the most intense development in this location;
- To connect the Centre Core to the region, sub-region and adjacent Key Revitalisation Areas through a range of transport and other strategic initiatives;
- To reconnect the Centre Core to its river by enhancing and creating visual and physical connections between the two;
- To deliver the highest quality public realm as the framework for pedestrian movement and development; and
- To mitigate the impact of the car, promote public transport usage, and create an environment where pedestrians have priority.

### 5.1.3 Centre Core Intents

The specific measures that are intended to be delivered within the Centre Core include:

- The redevelopment of the existing Transit Centre site to include commercial development with active retail led ground floor use, a multi purpose performing arts and convention facility, a major new civic space linked to the station entry and that connects the site to the river, and a transit interchange facility;
- The implementation of the initiatives required to create a 'north south' transit spine along the alignment of East Street;
- The development of the blocks between East Street, Bremer Street, Thorn Street and Limestone Street with a mix of uses, mainly comprising intense commercial office development;
- The creation of a defined street based retail precinct between Limestone Street, Bell Street, Bremer Street and Ellenborough Street. This will involve the redevelopment of the existing shopping centre and the development of the Ellenborough Street Rail yards site;



- The re-introduction of traffic to the Ipswich City Mall as an extension of Nicholas Street and the extension, along the same axis, of either a street or pedestrian mall to Bremer Street. The key aim being to unlock views toward the river and improve the pedestrian connectivity of the area;
- The extension of Union Place westward to intersect with Ellenborough Street. The key aim being to reintroduce the 'city grid' to the currently internalised retail environment;
- The removal of the Olga and Mansfield Place connection to East Street with the intention of simplifying circulation and improving the developability of the land between;
- The elevated extension of Wharf Street to the east to provide connections to Mortimer Lane, Thorn Street and Milford Street;
- The implementation of bridges at Marsden Parade and Thorn Street to increase network capacity, enable East Street to be transformed into a transit spine, and allow for the reintroduction of two-way traffic along Brisbane and Limestone Streets;
- The creation of extremely high quality boulevard environments along Brisbane and Limestone Streets; The implementation of pedestrian laneways between East and Wharf Streets, Brisbane and Limestone Streets (In several locations), Thorn and Milford Streets, and between Milford Street and Bremer Streets;
- The creation of an esplanade environment, with an increased emphasis on pedestrian movement between the centre and the river, along Bremer Street and King Edward Parade;
- The implementation of the pedestrian bridge to Riverlink;
- The development of high density residential uses between Thorn and Milford Street capitalising on views to the River and access to Queens Park;
- The provision of adequate on and off-street car parking. New Development should include all of its car parking requirements within the site and in the form of basement, podium, or centre block parking courts; and
- The retention of Timothy Molony Park as a Town Common. This space will be an important "breathing space" adjacent to the intensified centre and has capacity to accommodate civic events.

### 5.1.4 Catalytic Projects

A significant number of the key catalytic projects are located within the Centre Core. These are seen to be important initiatives that will build and maintain investment momentum and include:

- **Catalytic Project 3:** Build the Riverlink pedestrian / cycle link bridge;
- **Catalytic Project 6:** Development of a strategy to locate appropriate State and Federal Government administrative functions in the Ipswich centre as a catalyst for private sector retail and commercial office space development;
- **Catalytic Project 7:** Implementation of necessary rail infrastructure to enable provision of a high frequency express rail service between Ipswich and Brisbane CBD;
- **Catalytic Project 8:** Commitment to further investigate and make recommendations to Governments on Bremer River crossings (all modes) (for example Norman Street) and associated inter- regional connections to the major road network and inter-neighbourhood connector road network. The aim is to increase connectivity and circulation within the Ipswich Centre and redirect through traffic movements out of the Centre Core;
- **Catalytic Project 9:** Convert Brisbane Street and Limestone Street to two-way streets;
- **Catalytic Project 10:** Initiate a regular, continuous north south public transport service along a transit axis / spine from the future University rail station to the North Ipswich Railway Workshops, through the traditional Centre Core and bus/rail interchange. In the shorter term, this should coordinate with a radial bus service (this may require bus priority treatment at congested intersections);
- **Catalytic Project 11:** Redevelop the existing transit centre and Ipswich rail station as an integrated development site to deliver superior rail facilities and a civic plaza (creating a signature / land mark building and public space). The current bus interchange facility in Bell Street is to be relocated to East Street and integrated as part of the rail / civic plaza redevelopment. Consideration will need to be given to the location of an interchange facility for long distance buses. The redevelopment will improve the railway station and bus interchange function and visibility; improve its access, permeability and legibility; and improve its relationship to the Ipswich core and River;
- **Catalytic Project 14:** Recognise the combined Ipswich City Square site and Ellenborough Street site (QR land) as a key revitalisation and priority development site that should be facilitated for redevelopment; and
- **Catalytic Project 17:** Develop a multi-purpose Performing Arts Complex incorporating a public square to celebrate significant occasions. Uses could also include conventions, exhibitions, multi-cultural events.



5.1.5 Connectivity

The first layer of design relating to the Centre Core proposes a number of design interventions to improve the connectivity of the precinct. Figure 5.1.5 graphically describes this approach and is supported by the following key points:

- Many of the additional routes and streets proposed are essentially part of a process of ‘repair’ that seeks to ‘reintroduce’ or ‘complete’ the city grid of streets and to provide greater pedestrian permeability throughout the Centre Core; and
- The connectivity improvements proposed are part of an interdependent network and have been carefully gauged to deliver desirable public realm and public transport outcomes whilst retaining the capacity for the anticipated level of private vehicle movements to occur.

LEGEND

Revitalisation Area Boundary

North-South Spine

East-West Spine

Key Local Connection

Access Road

Two-way Street Conversion

Key Bus Stop / Interchange

Rail Line (Existing)

Rail Station

Pedestrian Priority

Pedestrian / Cycle Connection

Key Intersection

Key Linkage

Bridge Links (All Modes)

Pedestrian / Cycle Bridge

Underground Road

Pedestrian Mall

Pedestrian Access from bridges down to River Heart Parklands

KEY NETWORK CHANGES

① Reopening portion of Nicholas Street to vehicle traffic and extending pedestrian mall through to Bremer Street

② Introduction of new “Union Place” vehicle connection linking Ellenborough Street and Bell Street

③ Removal of Olga and Mansfield Place connection to East Street

④ Realignment of Marsden Parade to integrate with proposed river crossing and meet Gordon Street directly at Brisbane Street. A portion of Marsden Parade to be underground to allow access below rail line also opening up opportunities for development built over the street

⑤ Looping of Wharf Street at rail alignment above grade providing connection to Mortimer Lane, Thorn Street and Milford Street

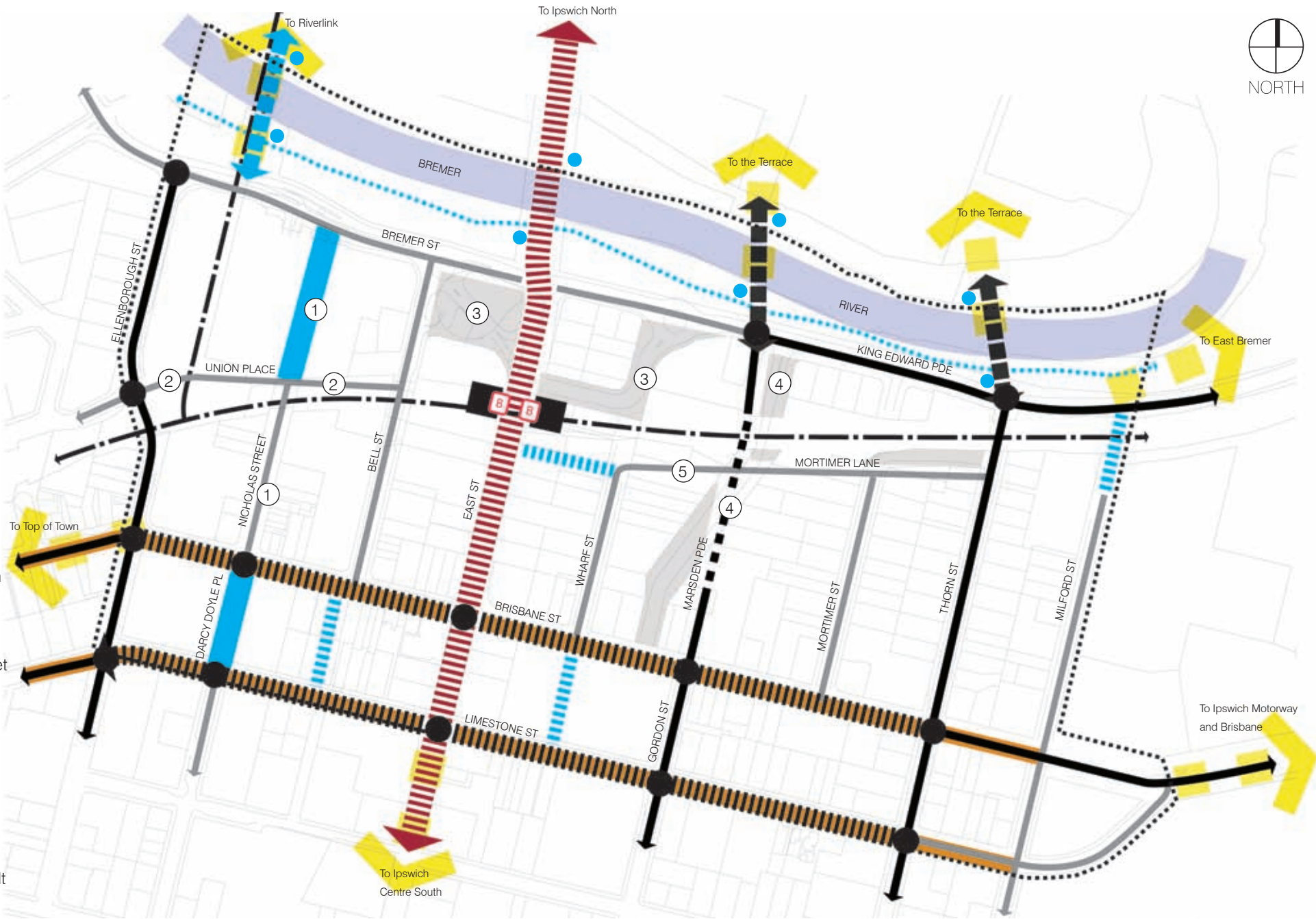


Figure 5.1.5 - Ipswich Centre Core: Connectivity



### 5.1.6 Function

The second layer of design that has been applied to the Centre Core relates to its land use function and the intensity of future development. Figure 5.1.6 sets out the approach to function and is supported by the following key points:

- All development, excluding a comparatively small high density residential precinct to the east, is presumed to have a mixed-use theme;
- Within this mixed-use context, the western most blocks within the Centre Core will have a stronger retail focus and the blocks in the centre of the precinct will focus upon commercial development;
- Buildings heights are in line with the centre wide strategy set out in Section 4.6 and are a maximum of 75mAHD. Refer to Figure 5.1.6 for more explicit detail in relation to height; and
- The entire Centre Core area will have the highest intensity of land use including a minimum residential density of 80 dwellings per hectare.

#### LEGEND

- ..... Revitalisation Area Boundary
- High Density Residential Focus
- Mixed Use with Commercial Focus
- Mixed Use with Retail Core
- Civic Space
- Public Open Space
- Adjacent Public Open Space
- A Place of Heritage character value to be retained
- C Place of Heritage character interest to be relocated
- Low Scale Waterfront Retail (1 storey)
- Q100

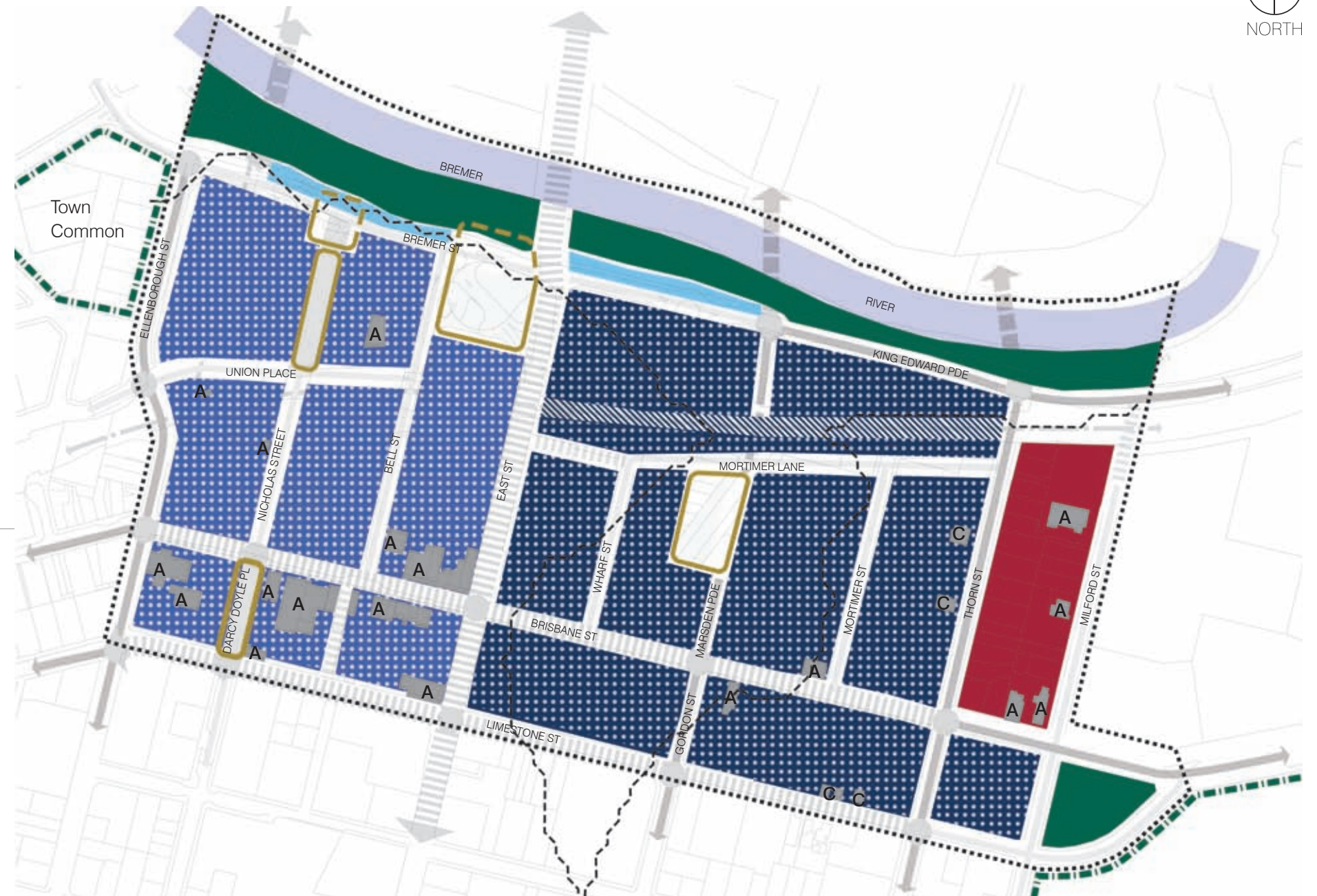


Figure 5.1.6 - Ipswich Centre Core: Function



### 5.1.7 Public Realm Structure

The third layer of design that has been applied to the Centre Core relates to its future public realm and streetscape structure. This element of the plan aims to describe the quality, interconnectedness, and level of activity associated with the boulevards, avenues, streets, squares, plazas and lanes that form the precinct. Figure 5.1.7a sets out the approach to public realm and is underpinned by the following key points:

- The existing pattern of streets forms the backbone of the public realm strategy, with the aim being to transform these corridors into shaded and attractive thoroughfares that are flanked by a high level of activity and that emphasise the importance of the pedestrian;
- Opportunities to facilitate new intra-block connections have been seized based on existing but unformalised connections, and on locations where they are seen to improve function of the overall mobility network; and
- A major new civic plaza will be the primary nodal space in the Centre Core and will supported by several new smaller urban spaces that will punctuate the pedestrian experience of the precinct.

#### LEGEND

- ..... Revitalisation Area Boundary
- Local View
- Significant View
- Landmark / Focal Point
- Arrival Node / Gateway
- Active edge
- Pedestrian Priority
- Boulevard Treatment (refer Fig 4.5d)
- Esplanade Treatment (refer Fig 4.5h)
- Avenue Treatment (refer Fig 4.5f)
- Street Treatment (refer Fig 4.5j)
- Public Open Space
- Adjacent Open Space
- Civic Space
- Heritage / Character



Figure 5.1.7a - Ipswich Centre Core: Public Realm Structure



Figure 5.1.7b - Ipswich Centre Core Streetscape Section aa: Bell Street (refer Figure 5.1.8 for reference)

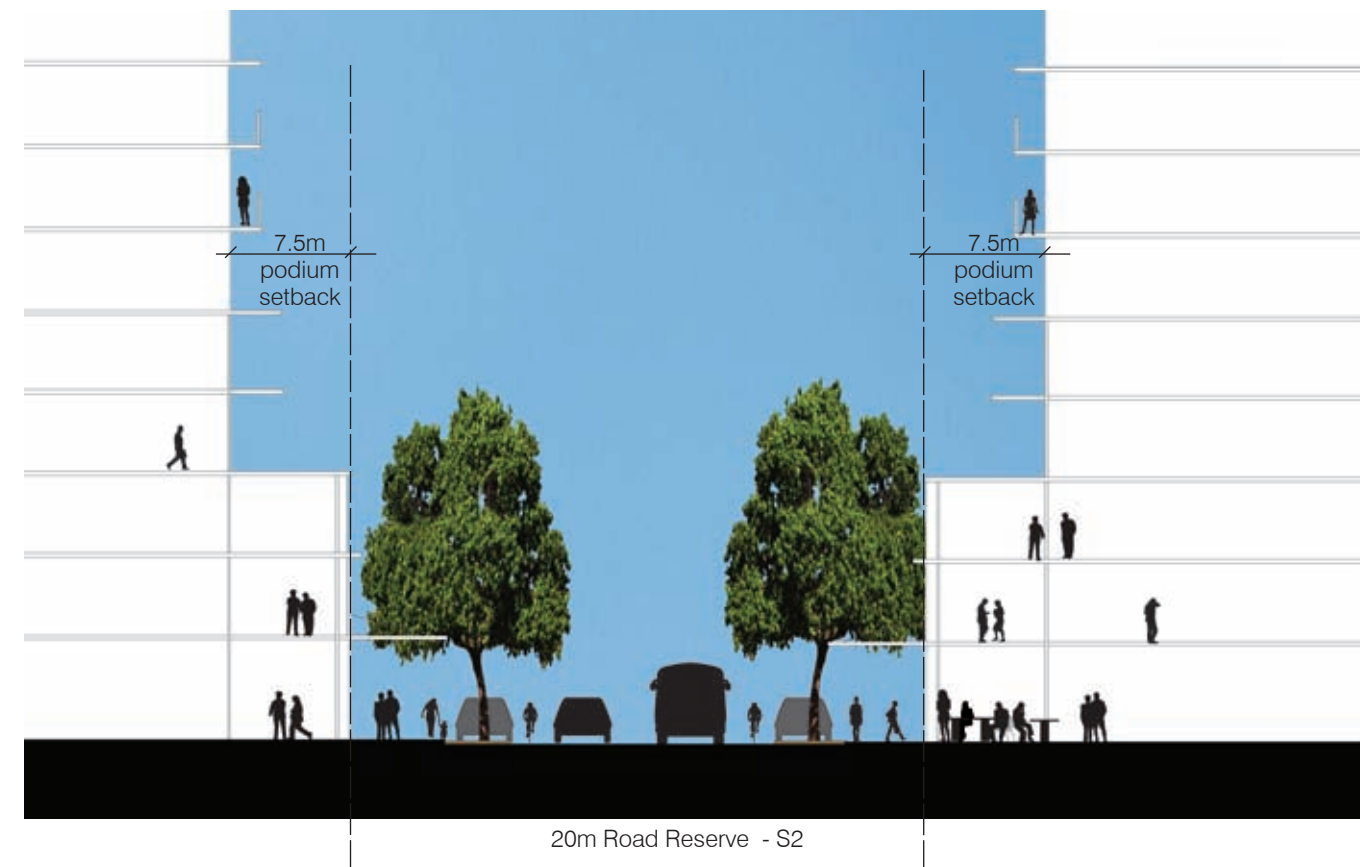


Figure 5.1.7c - Ipswich Centre Core Streetscape Section bb: Brisbane Street (refer Figure 5.1.8 for reference)

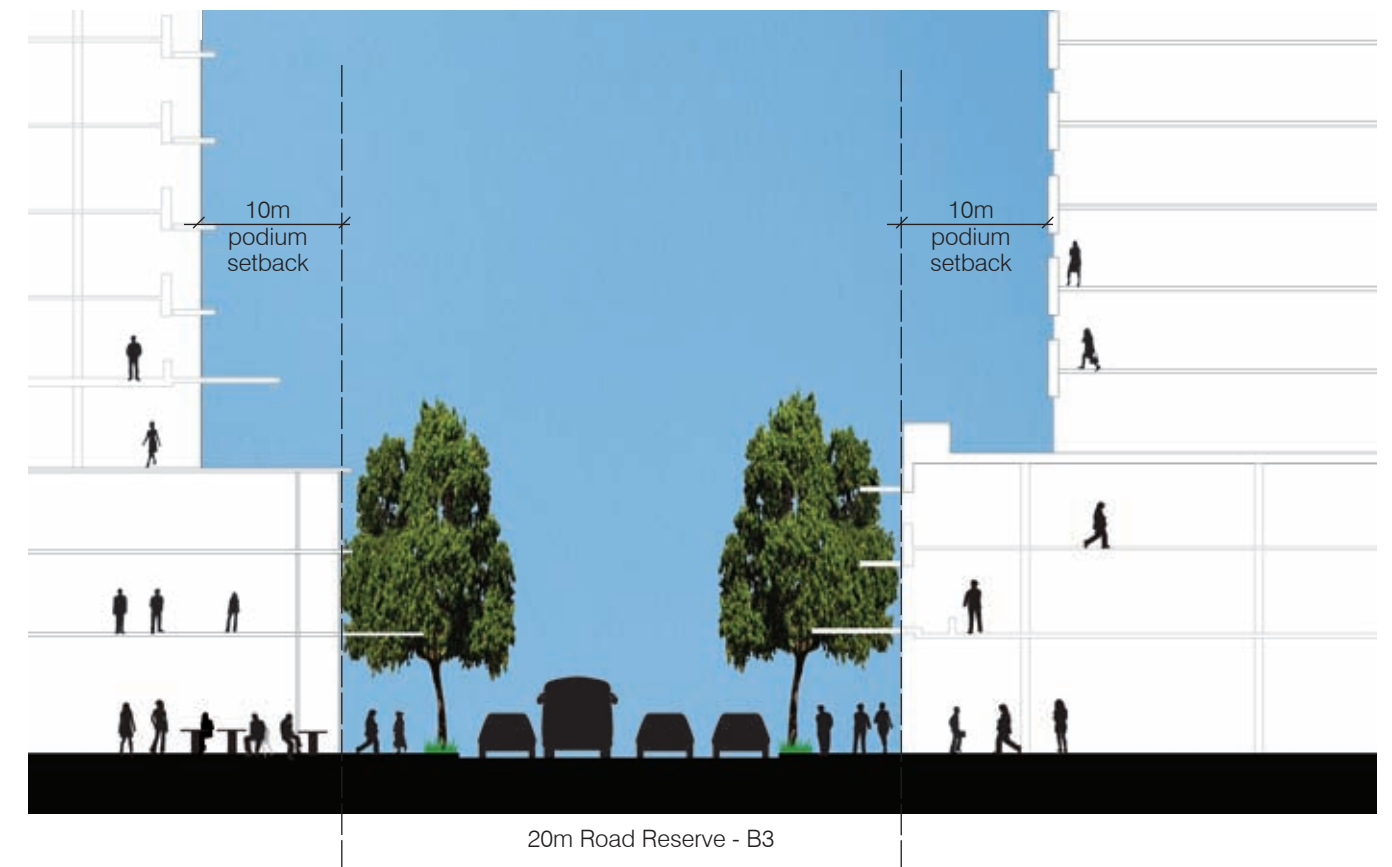


Figure 5.1.7d - Ipswich Core Streetscape cc: East Street (refer Figure 5.1.8 for reference)

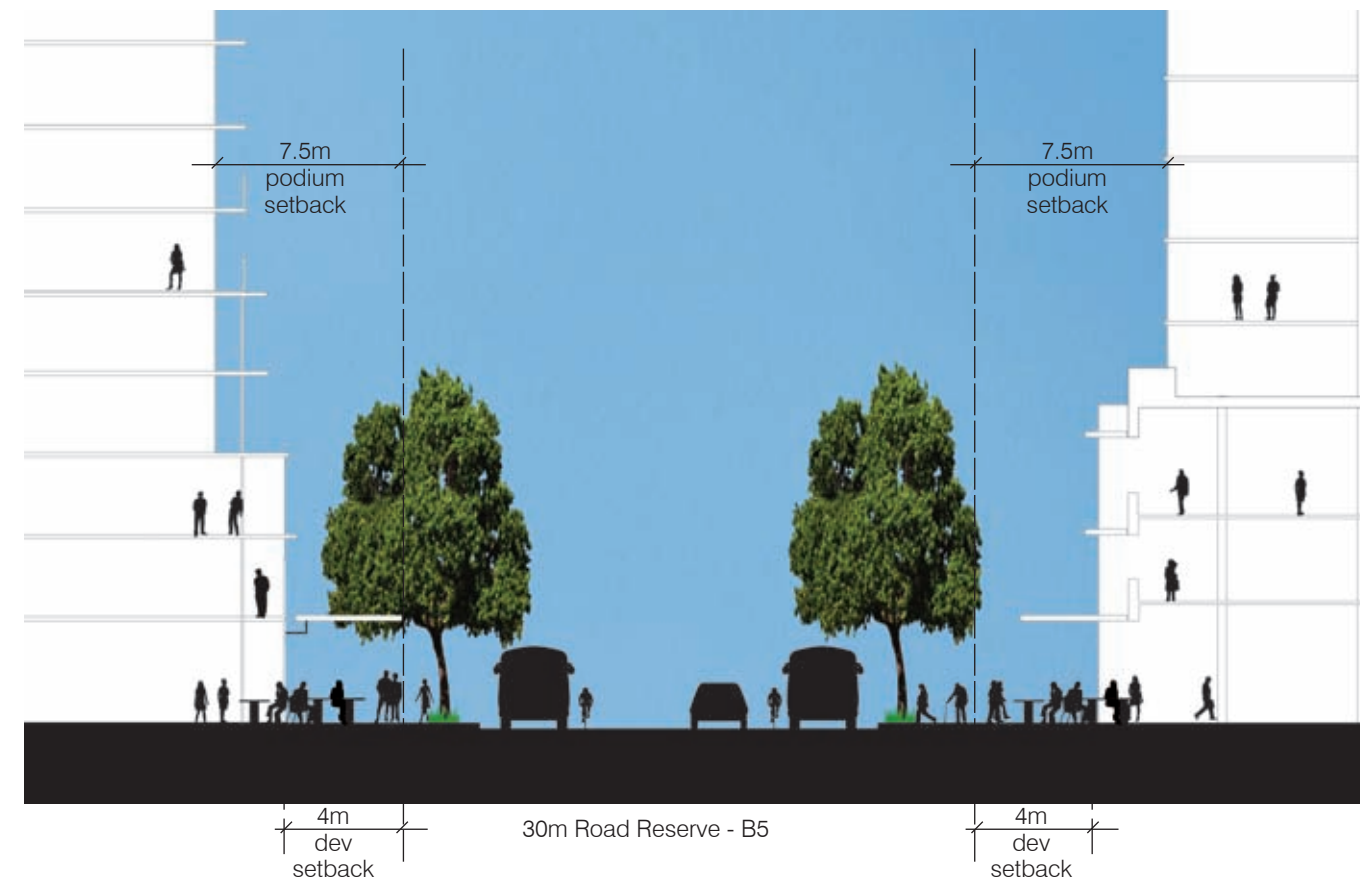
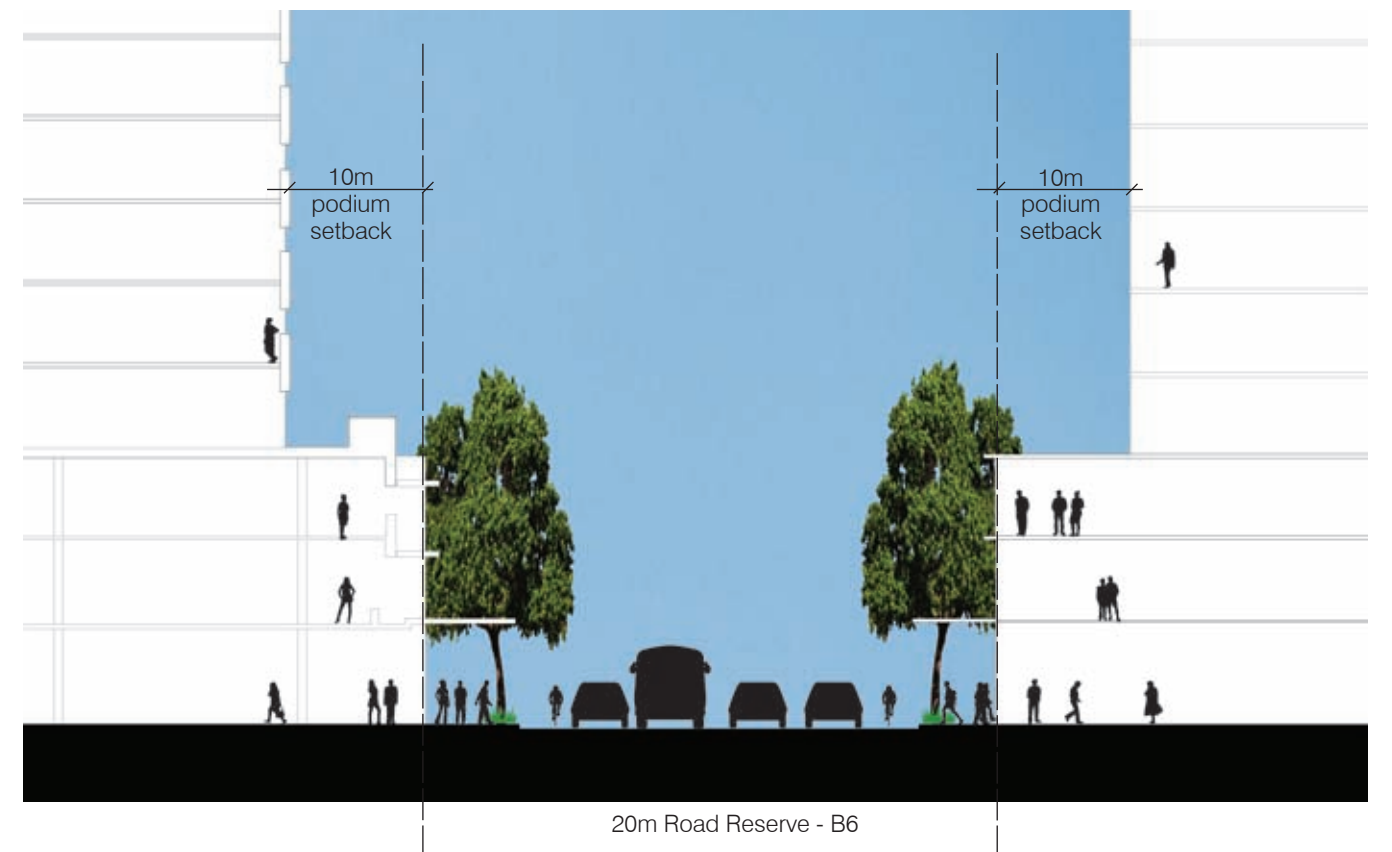


Figure 5.1.7e - Ipswich Centre Core Streetscape Section dd: Limestone Street (refer Figure 5.1.8 for reference)





5.1.8 Centre Core Design Guidelines

In addition to the broad design guidance set out in Section 4.9 and the cross sectional information in Section 5.1.10, this component provides design guidance specific to the Centre Core and focuses on:

- Building Setbacks including podium provisions;
- The performance of street frontages of new buildings;
- Preferred car parking solutions; and
- Key local views that should be retained and enhanced.

Figure 5.1.8 demonstrates the approach to these issues for the Centre Core and is supported by the following key points.

Setbacks

The Centre Core is intended to be the most urban of all of the Key Revitalisation Areas and as such setbacks are typically set a 0 metres from the front boundary. Exceptions to this rule exist along East Street where the redevelopment of site will be important in gaining additional footpath width to accommodate the proposed north south transit spine.

The extension of Union Street has been aligned to ensure views from several approaches toward the river, civic plaza, and Darling Street. Alignments and setbacks along this street will be required to be shaped to achieve these visual linkages.

The development of podiums up to 3 storeys (approximately 9m) in height is encouraged in locations where the established character of the street presents a more or less uniform scale. Towers or floors above this should be setback in proportion to their scale. Figure 5.1.8 describes the likely podium setback provisions for the Centre Core.

Frontage Performance

All buildings must address the street by ensuring that their main entrance fronts it. All servicing is to be from beneath or behind the building, or where no feasible alternative exists, from the front of the building on a strictly time managed basis.

Awnings are an important aspect of the sub-tropical urban environment and all streets that have retail frontages, or that form important connections between destinations such as shopping, transit or open space, should provide weather protection to the adjoining footpath.

Car Parking Solutions

In the Centre Core all new development will be required to meet its statutory carparking requirement within the boundary of the site through either:

- Underground or basement car parking utilising a discreet entrance that does not dominate the street frontage;
- Centre block parking courts as either private or managed communal resources; and
- Podium parking on the basis that the ground floor is sleeved for at least 90% of its frontage in retail, or commercial and residential foyers. For this solution to be acceptable the façade treatment of the parking podium will need to be of an exceptional design standard.

No exposed at grade car parking will be accepted as a part of new proposals within the Centre Core.

Views

Linear views toward the river and those along the Brisbane and Limestone Street Boulevards should be protected and enhanced where they currently exist, and created generally in line with the master plan intent. Figure 5.1.8 sets out the views that should be framed, but not impacted upon, by new development.



Figure 5.1.8 - Ipswich Centre Core: Design Guidelines







5.1.9 Illustrative Plan

As a way of demonstrating the potential physical outcome of the strategies and intents described above, Figure 5.1.9 provides an illustrative master plan for the Centre Core. Although the realities of detailed design and the market will mean that the ultimate form of development will most likely vary from that indicated in the plan, the intents in relation to building scale and alignment are a representation of the desired development form.

5.1.10 Cross Sections

In support of the illustrative master plan for the Centre Core several cross sections have been developed to describe the desired physical profile of the Key Revitalisation Area. The aim of the cross sections is to:

- Illustrate the relationship between existing buildings, new development and public space;
- Describe the desired mass and height of development in selected locations;
- Indicate the proposed three dimensional operation of the precinct; and
- Demonstrate the way in which development will be required to deal with changes in landform.

Figure 5.1.10b - Section BB

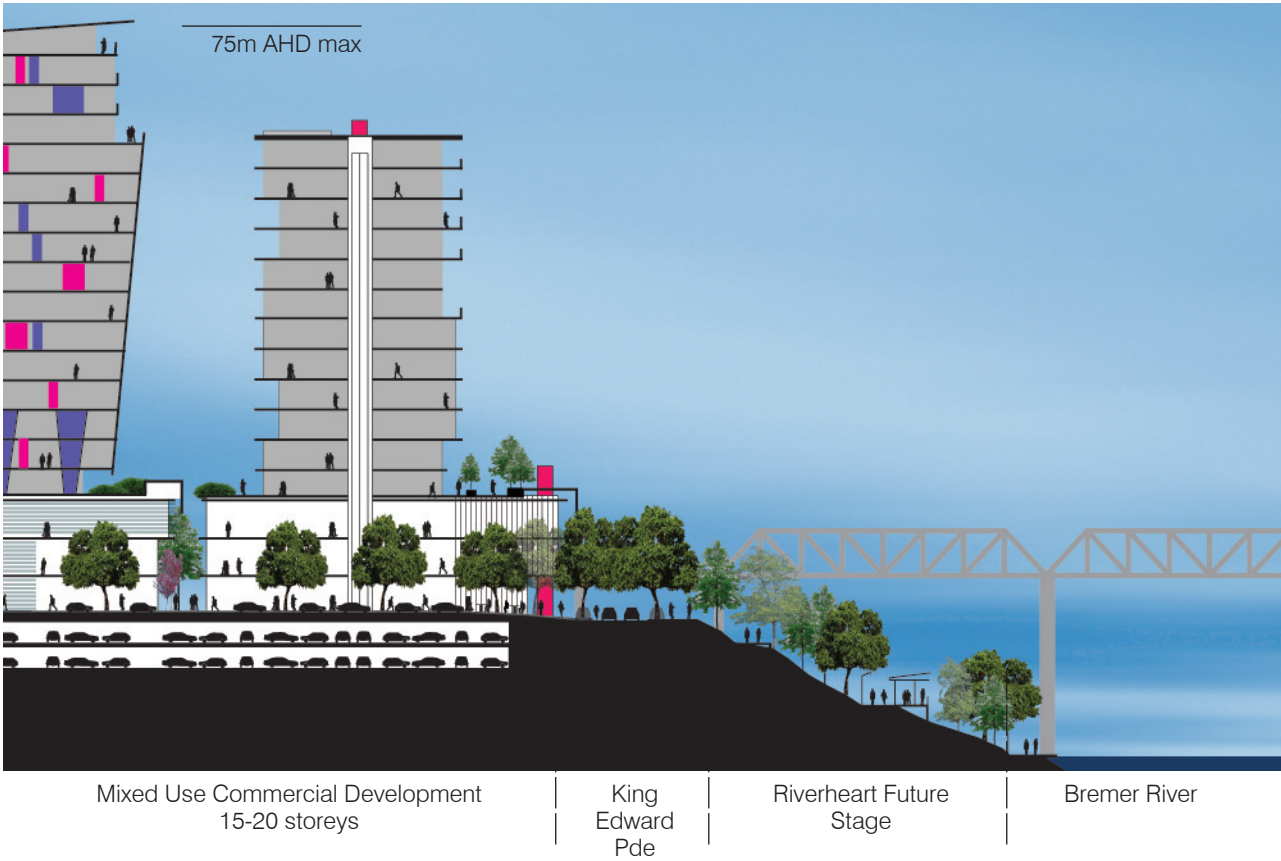


Figure 5.1.10a - Section AA

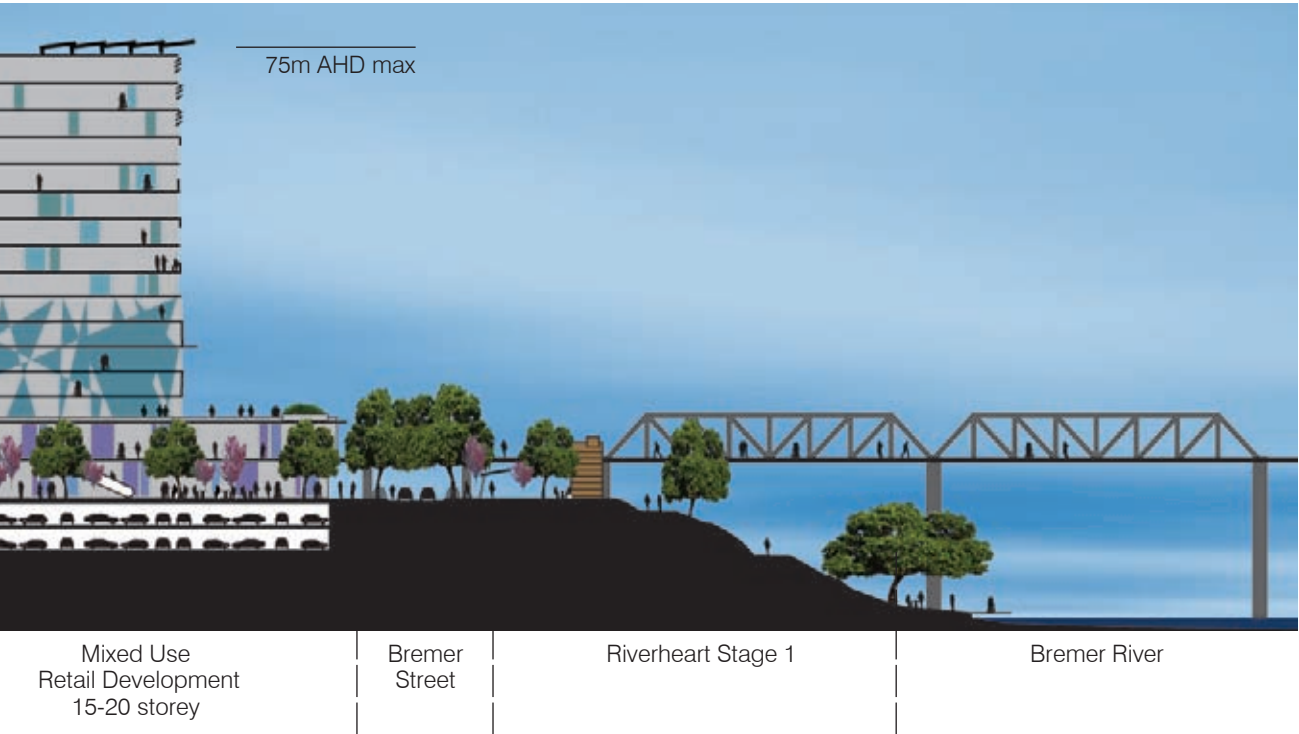


Figure 5.1.10c - Section CC

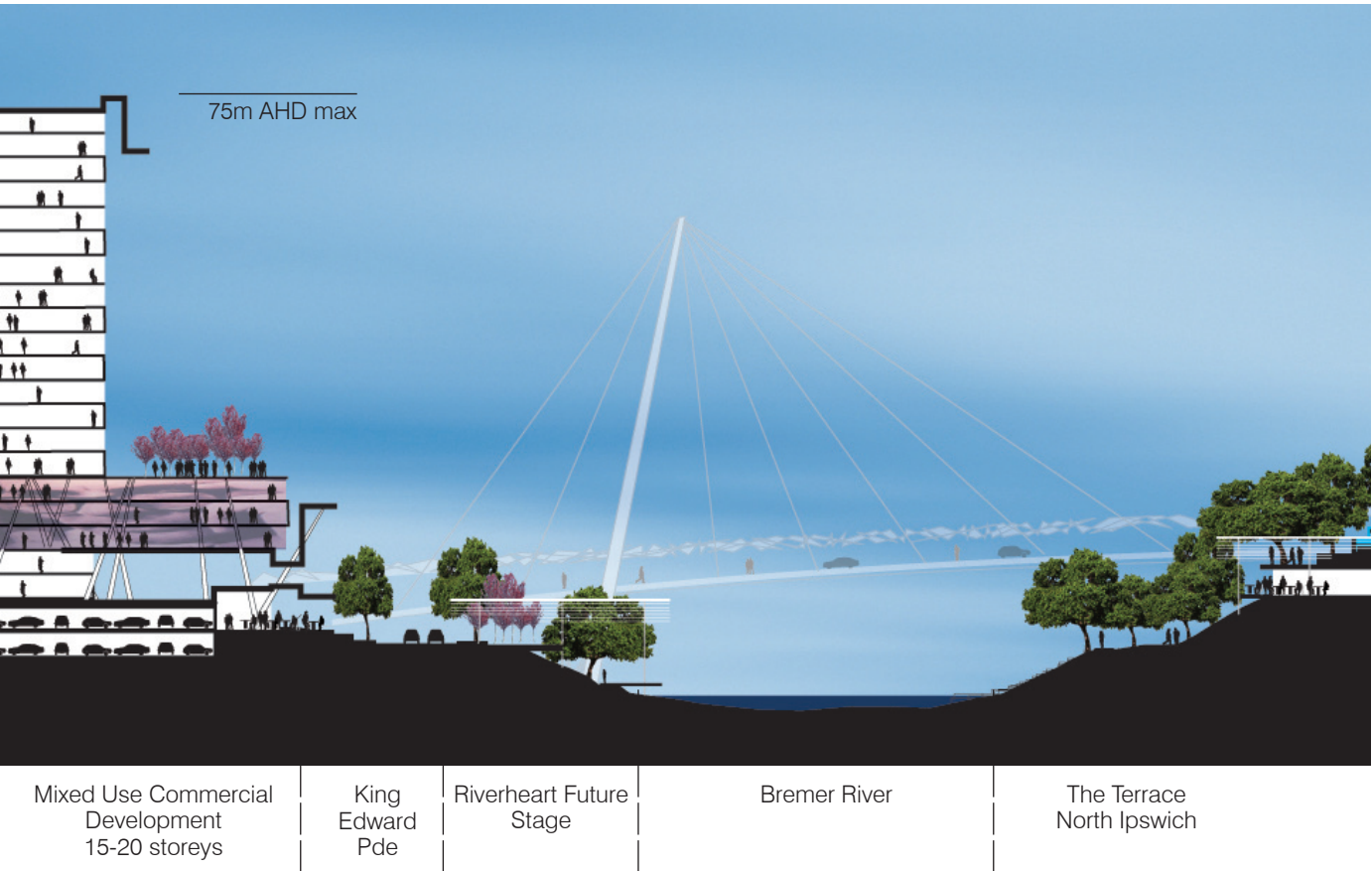




Figure 5.1.10d - Section DD

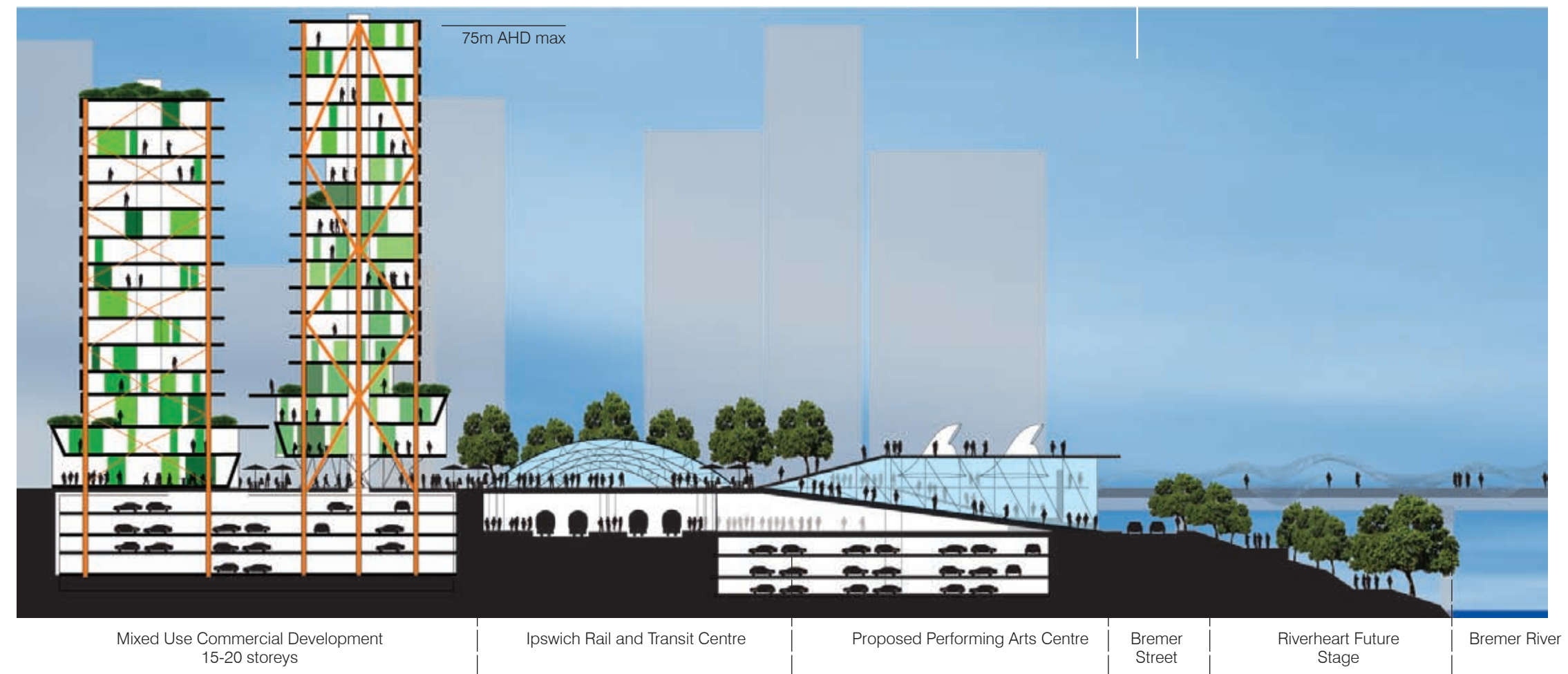
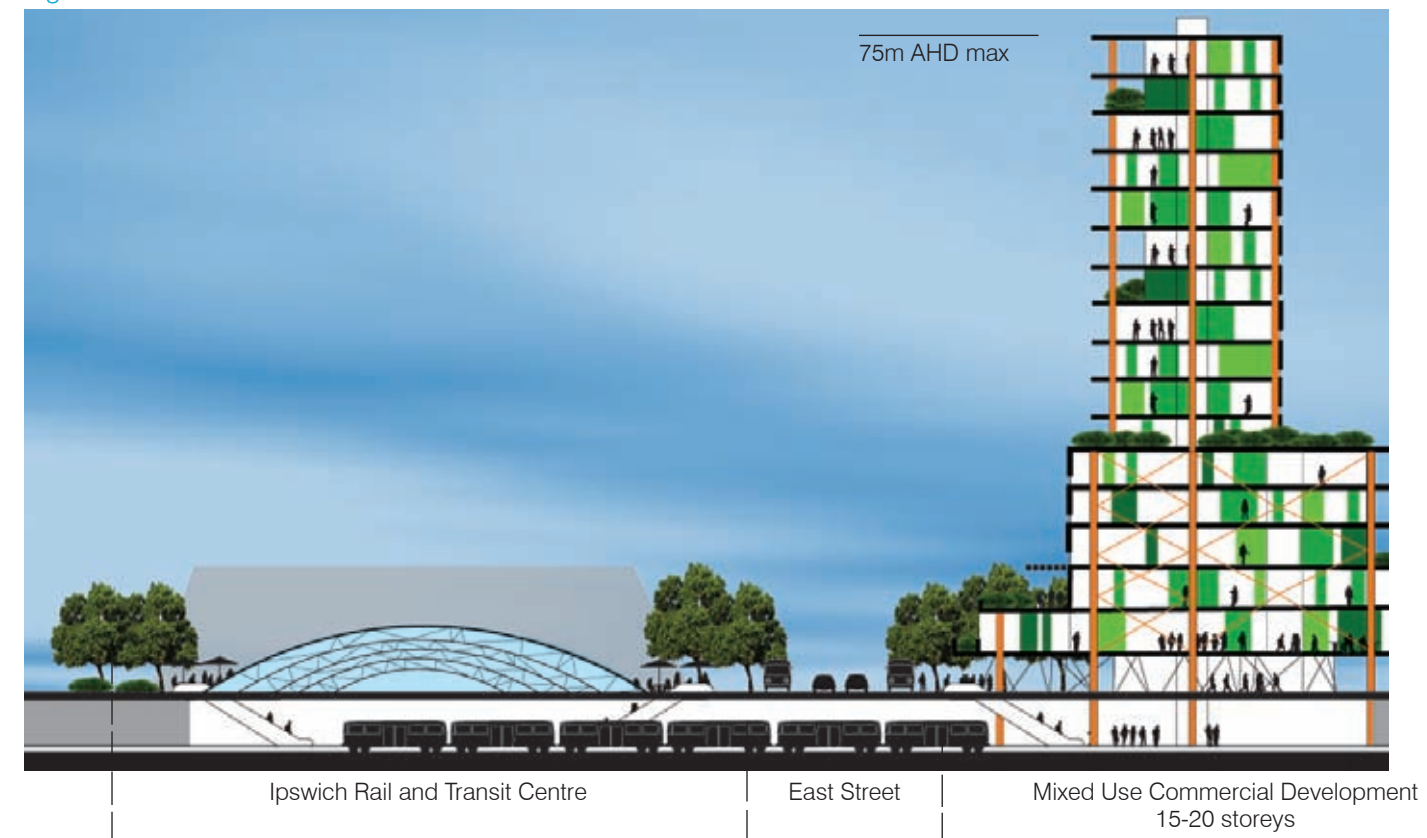


Figure 5.1.10e - Section EE





5.1.11 Illustrative Material



Figure 5.1.11a - Concept plan for Transit Centre

LEGEND

- ① David Trumpy Bridge
- ② Civic Plaza
- ③ Multi-purpose Performing Arts Centre
- ④ Integrated Transit Centre centred around iconic redeveloped Rail Station
- ⑤ Bus Interchange
- ⑥ Adjacent commercial development with permeable ground floor

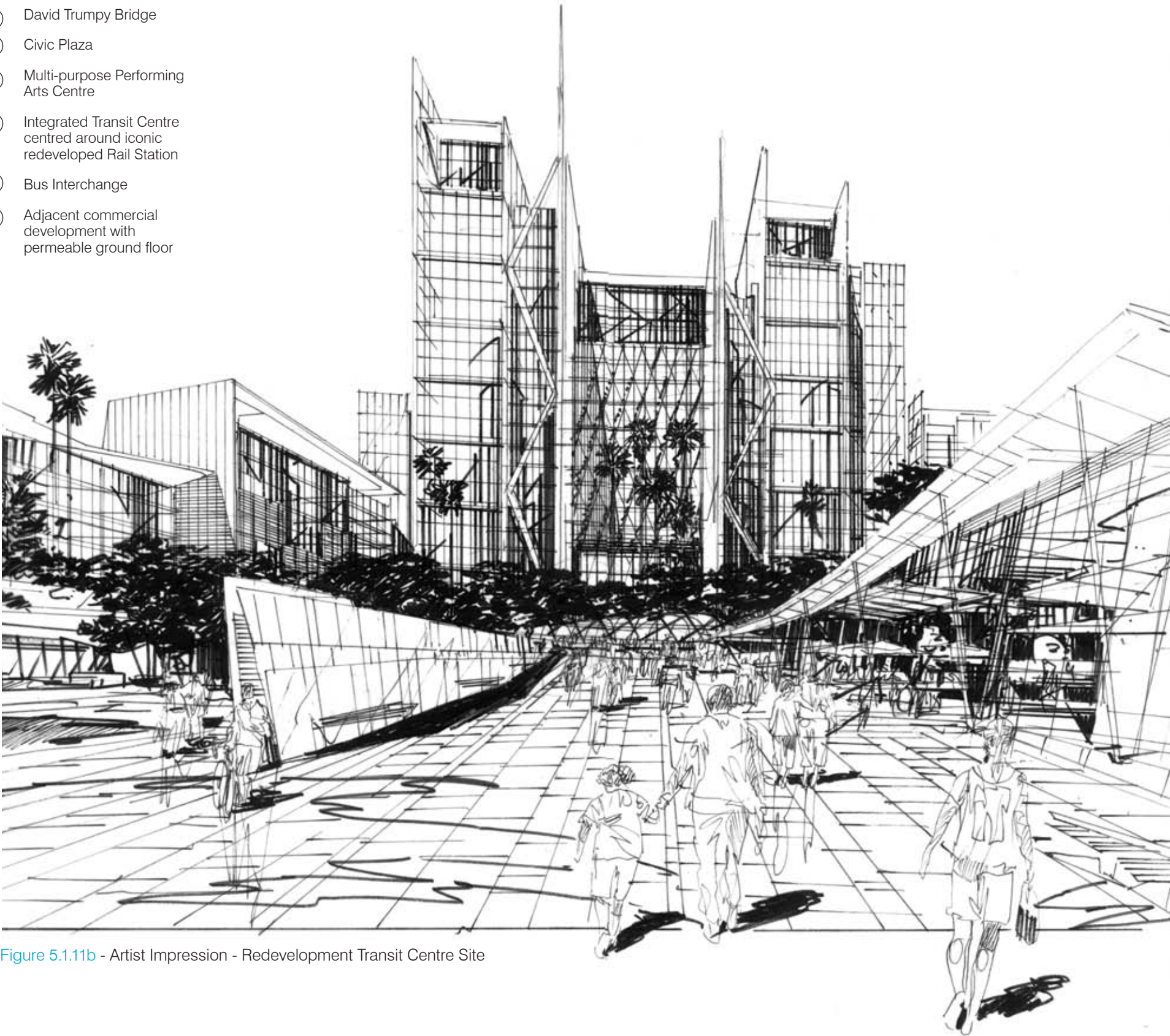


Figure 5.1.11b - Artist Impression - Redevelopment Transit Centre Site



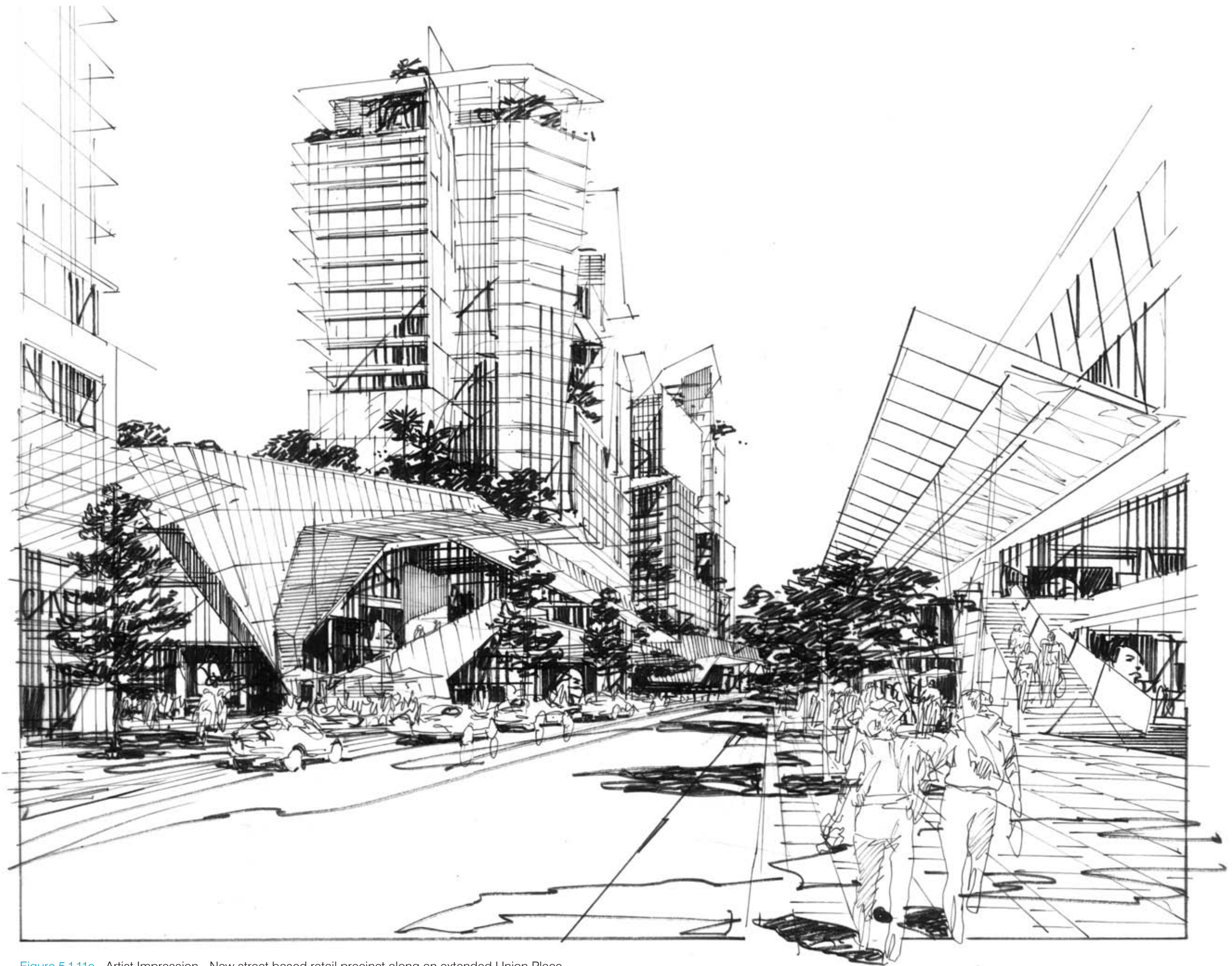


Figure 5.1.11c - Artist Impression - New street based retail precinct along an extended Union Place.





Figure 5.1.11d - Brisbane Street Boulevard looking westward toward the post office tower.



## 5.2 Key Revitalisation Area 2: Centre South

The Centre South Key Revitalisation Area forms a natural extension to the Centre Core and because of existing land use clusters that have organically emerged in this area, will play a critical ongoing support function to the wider centre.



Figure 5.2 - Centre South: Key Plan

### 5.2.1 Vision

“The Centre South Key Revitalisation Area will focus its activity around a central transit spine which will act as the main transport organising device for the area. The Centre South will continue to provide a range of important local government and health support uses critical to the long-term success of the regional centre as well as accommodating increased residential densities overlooking attractive open spaces. A network of tree-lined avenues will connect Centre South, and its population of residents and businesses, to the Centre Core, Queens Park, Limestone Park, Denmark Hill and the University Village.”

### 5.2.2 Objectives

The objectives that underpin the vision for this Key Revitalisation Area are:

- To improve public transport provision and the quality of pedestrian connectivity between the Centre South and adjacent Key Revitalisation Areas (with an emphasis on the Centre Core);
- Enhancing the existing road network to create a system of shaded avenues that provide 'green' connections between Queens and Limestone Parks and Denmark Hill;
- To encourage the ongoing growth and development of the established 'health hub';
- To facilitate the adaptive re-use or redevelopment of the current Ipswich Hospital site; and
- To increase residential densities around the north south public transport spine and on sites that adjoin, or are in close proximity to, Queens and Limestone Parks as a way of capitalising on this amenity and increasing levels of activity and passive surveillance.

### 5.2.3 Centre South Intents

The initiatives and projects associated with the Centre South that form part of this master plan are:

- The creation of a mixed commercial precinct bordering the Centre Core generally between Limestone Street and Roderick Street;
- The consolidation of a mix of health related uses between Warwick Street, South Street, Thorn Street, and Chelmsford Avenue;
- The creation of a high density residential precinct between Thorn Street and Milford Street overlooking Queens Park;
- The retention of heritage housing stock and its immediate surrounds between Nicholas and Ellenborough Streets and between Roderick Street and Court Street;
- The utilisation of the existing hospital site for either adaptive re-use (private hospital or education campus) or redevelopment as a high density hillside residential precinct;
- The implementation of a 'north south' transit spine in the form of a grand boulevard with active ground floor edges along the alignment of East Street, Churchill Street, and Warwick Road;
- The closure and creation of a cul-de-sac at the eastern end of Court Street to improve the safety and functioning of its intersection with East Street. Pedestrian and cycle access will be retained;
- The realignment of the road geometry between Warwick Road and Gordon Street to improve connectivity and reduce traffic pressure on the 'north south' traffic spine;

- The creation of several formalised mid block linkages and laneways between Limestone Street and Roderick Street (crossing South Street);
- The use of development and landscape to create an 'arrival node' where Churchill Street and East Street meet;
- The transformation of Limestone Street through the reintroduction of two way traffic and the implementation of the highest order boulevard treatments;
- The retention of key views to Queens Park and historic churches and the implementation of avenue treatments to South Street, Roderick Street, Garden Street, Chelmsford Avenue, Gordon Street, and Nicholas Street; and
- Improved streetscape treatments to Thorn Street, Pring Street, Court Street and Ellenborough Street.

### 5.2.4 Catalytic Projects

The integrated strategy and action plan focuses three of the 17 key catalytic projects within the Centre South Key Revitalisation Area. These are seen to be important initiatives that will connect the area to the Centre Core and allow the precinct to contribute to the vitality of the wider Centre including;

- **Catalytic Project 9:** Convert Brisbane Street and Limestone Street to two-way streets;
- **Catalytic Project 10:** Initiate a regular, continuous north south public transport service along a transit axis / spine from the future University rail station to the North Ipswich Railway Workshops, through the traditional Centre Core and bus/rail interchange. In the shorter term, this should coordinate with a radial bus service (this may require bus priority treatment at congested intersections); and
- **Catalytic Project 16:** Secure the future of the Ipswich Public Hospital and proposed Health Hubs in the Ipswich Regional Centre and their relationship to the existing CBD Medical services precinct.



5.2.5 Connectivity

The first layer of design relating to the Centre South proposes a number of design interventions to improve the connectivity of precinct and the strength of connections to the Centre Core, Queens Park, Denmark Hill, and the University Village. Figure 5.2.5 graphically describes this approach and is supported by the following key points:

- The intention is to seamlessly connect the Centre South to surrounding recreational, environmental, employment and educational precincts with a combination of high quality public transport and a fine mesh of attractive pedestrian connections; and
- The road system has been adjusted to improve the capacity of north south routes with the aim of creating additional capacity for the north south spine.

LEGEND

- ..... Revitalisation Area Boundary
- ||||| North-South Spine
- ||||| East-West Spine
- Key Local Connection
- Access Road
- Service Laneway
- Two-way Street Conversion
- ||||| Pedestrian Priority
- Key Intersection
- Key Linkage

KEY NETWORK CHANGES

- ① Closure and cul de sacing of connection between Court Street and East Street to remove dangerous intersection
- ② Rounding of connection between Warwick Road and Gordon Street at Roderick Street to facilitate traffic flow

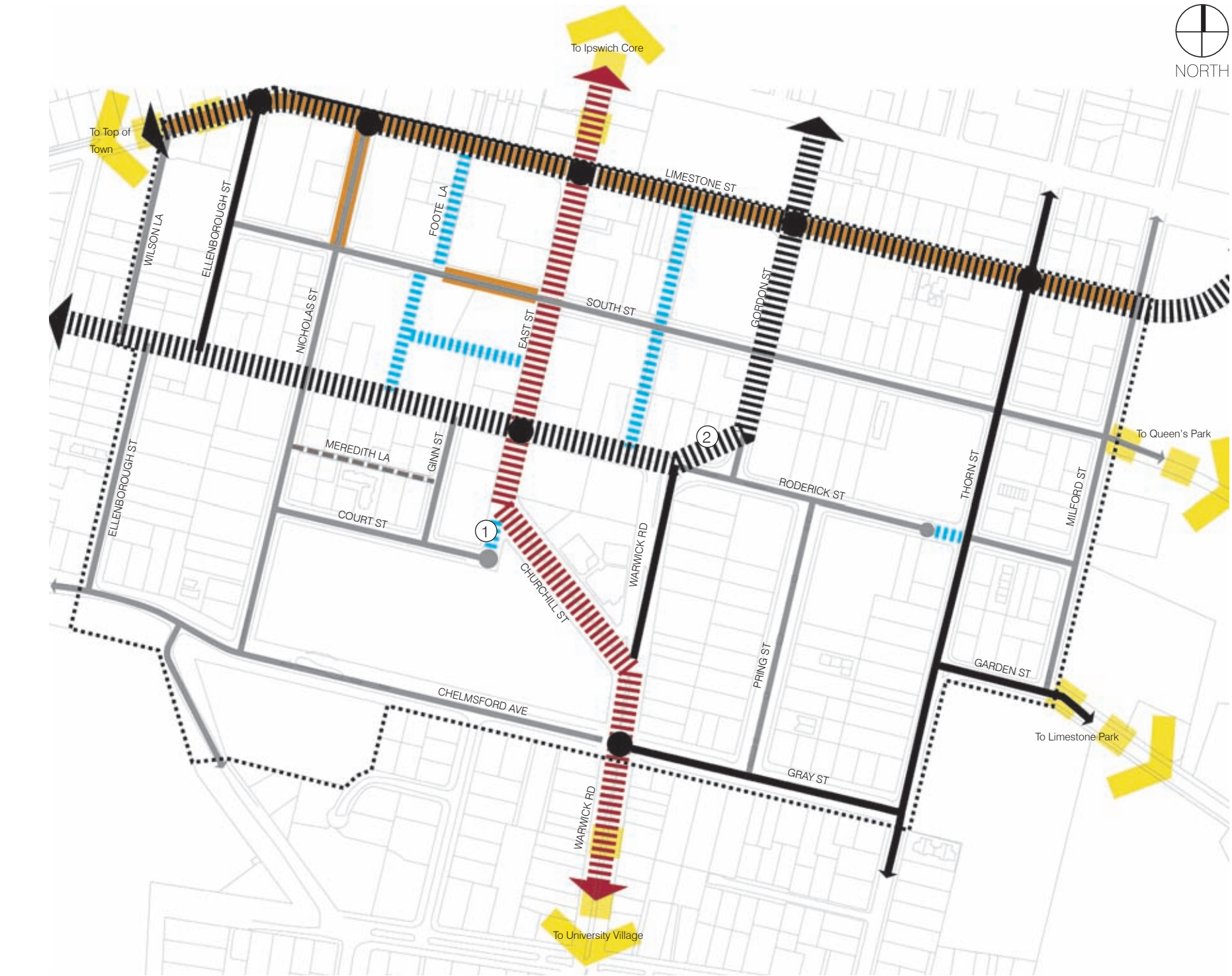


Figure 5.2.5 - City South: Connectivity
















## 5.2.6 Function

The second layer of design that has been applied to the Centre South relates to its land use function and the intensity and scale of future development. Figure 5.2.6 sets out the approach to function and is supported by the following key points:

- Because of the organic development of a number of land use clusters within Centre South the function of the area will continue to be diverse including health, education, residential, open space, commercial, and heritage uses;
- The functional framework seeks to transition from the Centre Core by stepping down the scale and intensity of commercial and other uses between Limestone Street and South Street; and
- Uncertainty around the future use of the current hospital site remains, and the framework has been designed to be flexible in regard to this site.

### LEGEND

- ..... Revitalisation Area Boundary
-  Mixed Use with Commercial Focus (High Density)
-  Mixed Use with Commercial Focus (Medium Density)
-  Commercial (Medium Density)
-  High Density Residential
-  Character Zoning
-  Mixed Use with Medical Focus
-  Public Open Space
-  Adjacent Public Open Space
-  Special Use
-  Special Use - Adaptive Reuse (Potential Uses: Mixed Use High Density Residential / Commercial / Medical or Private Hospital)
-  Place of Heritage character value to be retained
-  Place of Heritage character value to be reassessed
-  Place of Heritage character interest to be relocated
- Q100

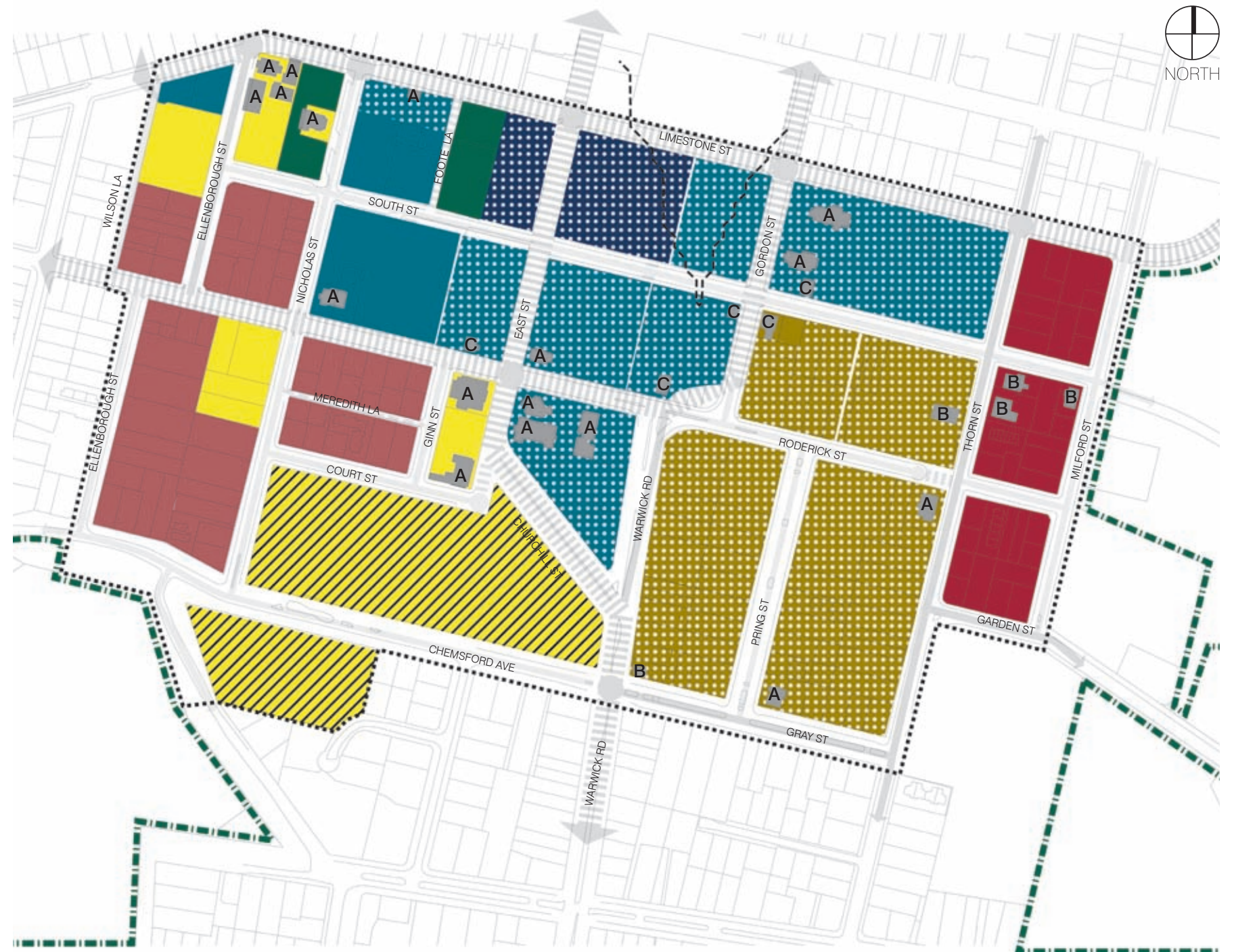


Figure 5.2.6 - Centre South: Function



### 5.2.7 Public Realm Structure

The third layer of design that has been applied to the Centre South relates to its future public realm and streetscape structure. This element of the plan aims to describe the quality, interconnectedness, and level of activity associated with the boulevards, avenues, streets, squares, plazas and lanes that define the precinct. Figure 5.2.7a sets out the approach to public realm and is underpinned by the following key points:

- Generally, a philosophy of repair and enhancement has been utilised for the public realm and streetscape environments of the Centre South with the majority of pedestrian amenity being delivered through the implementation of boulevard, avenue, and streetscape improvements; and
- Opportunities to supplement the current 'grid' network through the creation of laneways and nodal urban public spaces have been developed.

#### LEGEND

- ..... Revitalisation Area Boundary
- Local View
- Significant View
- Arrival Node
- Focal Point / Landmark
- Active edge
- Boulevard Treatment (refer Fig 4.5d)
- Esplanade Treatment (refer Fig 4.5h)
- Avenue Treatment (refer Fig 4.5f)
- Street Treatment (refer Fig 4.5j)
- Pedestrian Priority
- Heritage / Character
- Civic Space
- Public Open Space
- Adjacent Public Open Space



Figure 5.2.7a - Centre South: Public Realm Structure



Figure 5.2.7b - Centre South Streetscape Section aa: East Street (refer Figure 5.2.8 for reference)

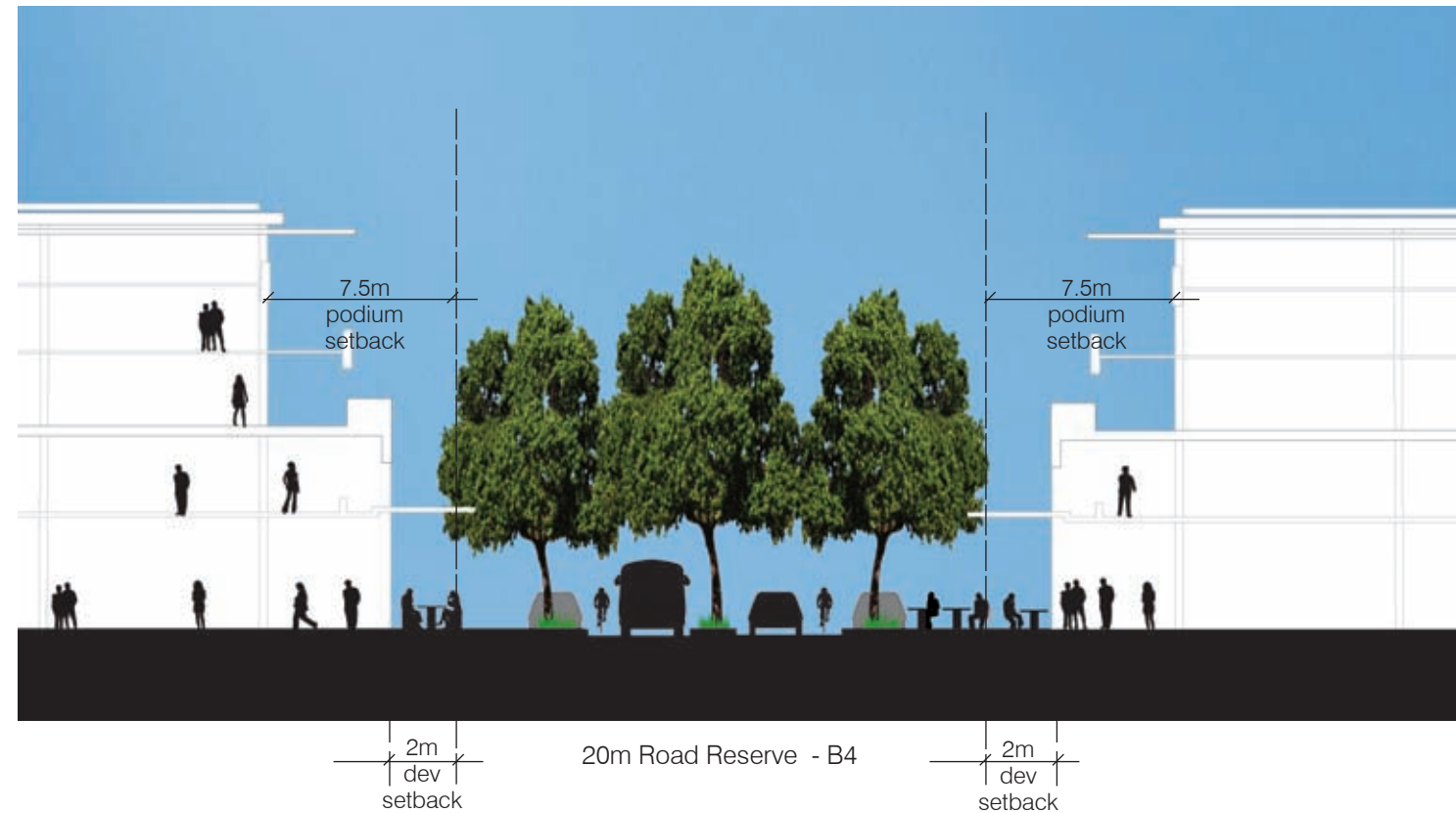


Figure 5.2.7c - Centre South Streetscape Section bb: Warwick Road (refer Figure 5.2.8 or reference)



## 5.2.8 Centre South Design Guidelines

In addition to the broad design guidance set out in Section 4.9 and the cross sectional information in Section 5.2.10, this section provides design guidance specific to the Centre South and focuses on:

- Building Setbacks including podium provisions;
- The performance of Street Frontages of new buildings;
- Preferred car parking solutions; and
- Key local views that should be retained and enhanced.

Figure 5.2.8 demonstrates the approach to these issues for the Centre South and is explored further within the key points made below.

### Setbacks

The Centre South forms an important part in the transition of intensity toward the Centre Core from the south and as such requires a number of setback conditions. In particular setbacks along East and Warwick Street will be required to assist in the delivery of the proposed north south transit spine, whilst streets running east west toward Queens Park will also require setbacks to achieve the intent of creating a series of new avenues.

Podium setbacks vary as well with a strong preference for 10 metres setbacks along Limestone Street to preserve key linear views in both directions. A larger setback to blocks fronting Queens Park will also be important in transitioning heights down toward its edge. The remainder of the blocks offer a variety of opportunities for different setback typologies.

### Frontage Performance

Whilst not as 'urban' as the Centre Core, Centre South will still require all buildings to strongly front the street providing a clear delineation between the public and private realm. All servicing is to be from beneath or behind the building, or where no feasible alternative exists, from the front of the building on a strictly time managed basis. Awnings are an important aspect of the sub-tropical urban environment and will be required along main thoroughfares.



Car Parking Solutions

In the Centre South all new development will be required to meet its statutory carparking requirement within the boundary of the site through either:

- Underground or basement car parking utilising a discreet entrance that does not dominate the street frontage;
- Centre block parking courts as either private or managed communal resources; and
- Podium parking is unlikely to be required. However if it is seen to be the only practical solution, the ground floor to be sleeved for at least 70% of its frontage in retail, or commercial and residential foyers. For this solution to be acceptable the façade treatment of the parking podium will need to be of an exceptional design standard.

Exposed at grade parking courts will generally not be considered appropriate within the Centre South.

Views

Linear views toward Queens Park and along the Limestone Street Boulevard should be protected and enhanced where they currently exist, and created generally in line with the master plan intent. Figure 5.2.8 sets out the views that should be framed, but not impacted upon, by new development.

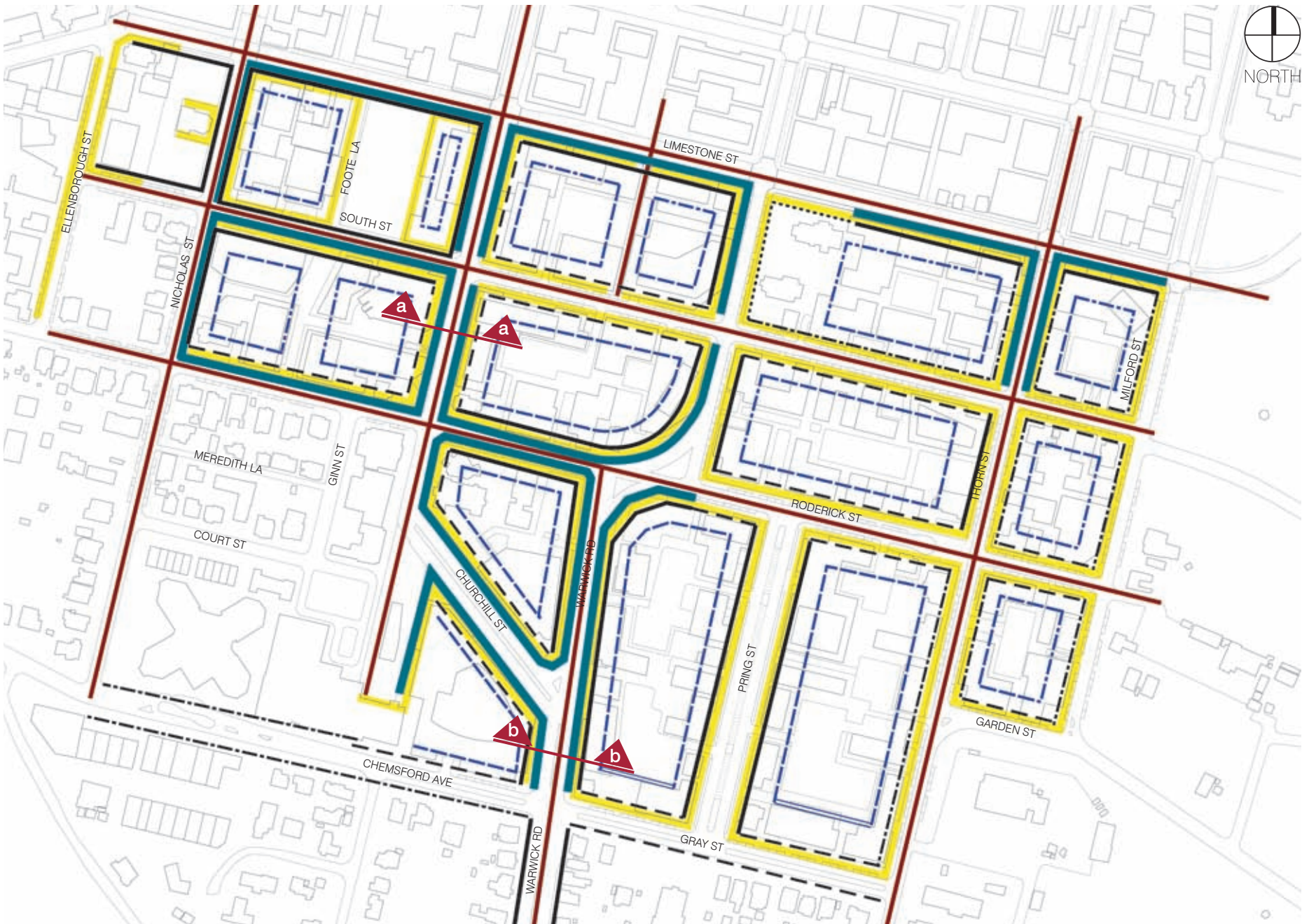


Figure 5.2.8 - Centre South - Design Guidelines

LEGEND

Development Setbacks

- 0m
- - - 2m
- - - - 4m
- . - . - . 10m
- ..... Other (to achieve master plan intent)

Podium Setbacks

- 5m
- - - 7.5m
- . - . - . 10m
- . - . - . approximate line to mitigate impact on historic buildings

- Awning
- Primary Frontage
- Views protected / created





Figure 5.2.9 - Centre South: Illustrative Plan



### 5.2.9 Illustrative Plan

As a way of demonstrating the potential physical outcome of the strategies and intents described above, Figure 5.2.9 provides an illustrative master plan for the Centre South. Although the uncertainty associated with the future of the current hospital site will mean that alternative scenarios will need to be explored, the intents in relation to building scale and alignment are a representation of the desired type of development.

### 5.2.10 Cross Sections

In support of the illustrative master plan for the Centre South, cross sections have been developed to describe the desired physical profile of the Key Revitalisation Area. The aim of the cross sections is to:

- Illustrate the relationship between existing buildings, new development and public space;
- Describe the desired mass and height of development in selected locations;
- Indicate the proposed three dimensional operation of the precinct; and
- Demonstrate the way in which development will be required to deal with changes in landform.

### 5.2.11 Illustrative Material

Figures 5.2.11 provides a three dimensional representation of the intended outcomes for East Street within the Centre South.

Figure 5.2.10a - Section AA

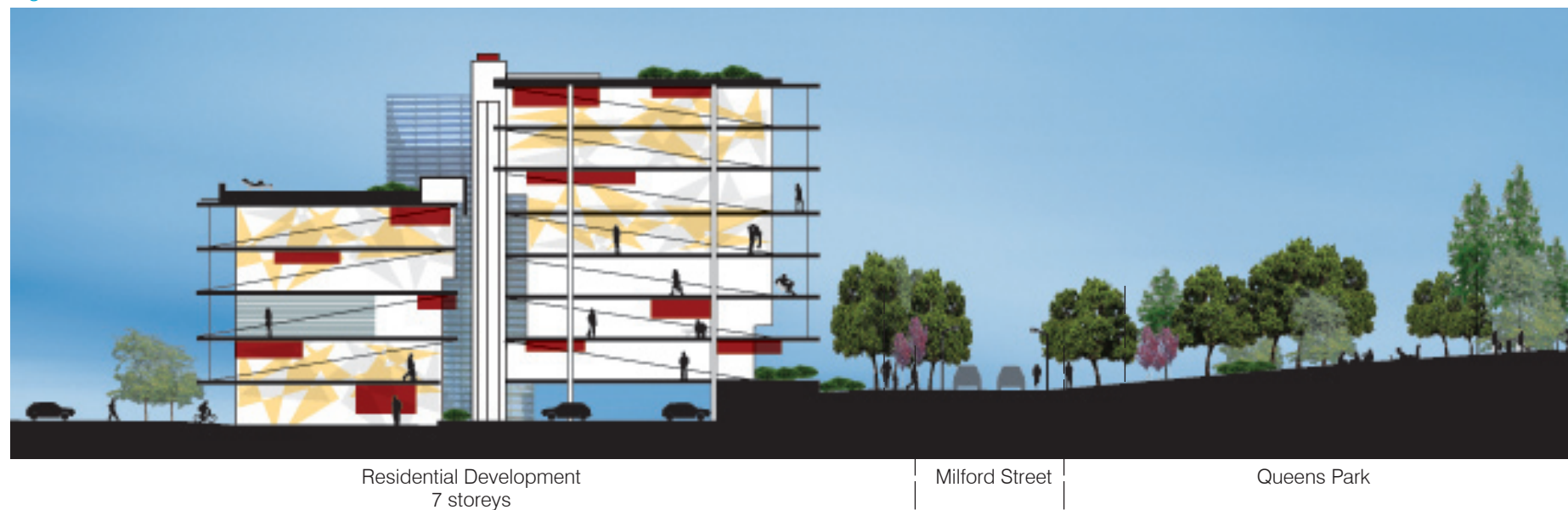
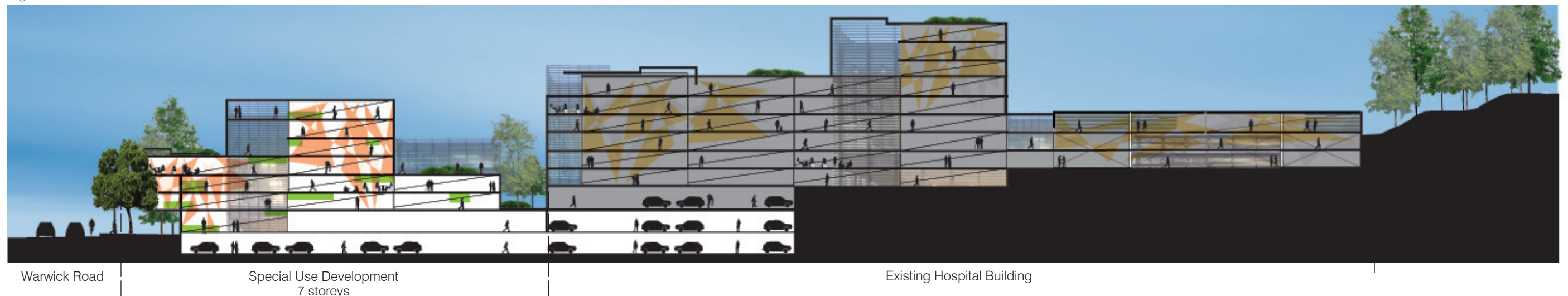


Figure 5.2.10b - Section BB





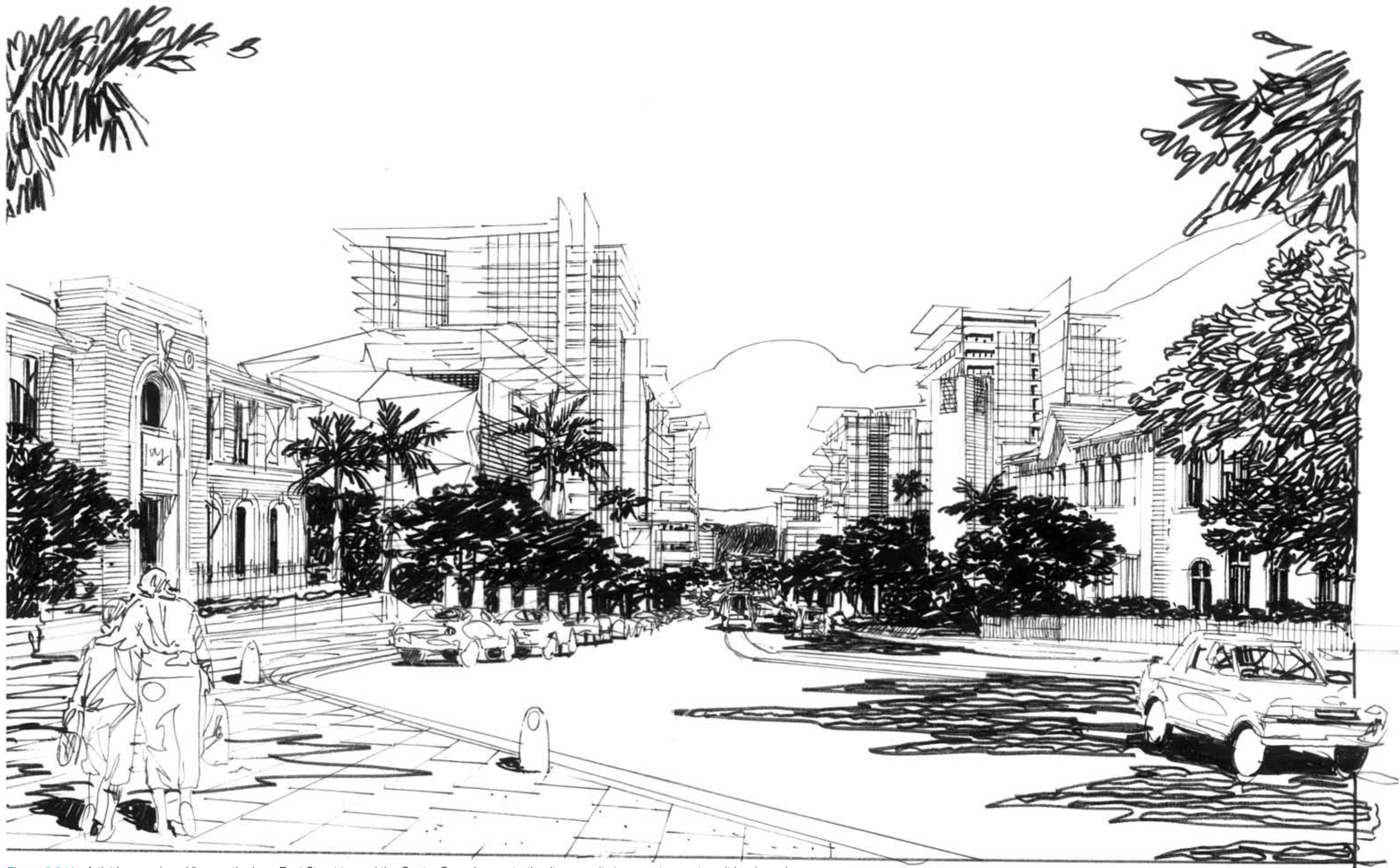


Figure 5.2.11 - Artist Impression - View north along East Street toward the Centre Core demonstrating its capacity to operate as a transit boulevard.



### 5.3 Key Revitalisation Area 3: The Terrace

The Terrace sits immediately to the north of the Centre Core. The relatively unconstrained development potential of the area combined with the opportunity for exceptional regional, sub regional, and local connectivity, and its attractive riverside setting, set the scene for the creation of an exemplary new high density community of residents and businesses.



Figure 5.3 - The Terrace: Key Plan

#### 5.3.1 Vision

“ The Terrace will be transformed into an exemplary new urban environment that captures opportunities to unlock its river frontage, capitalises on its combination of heritage character and available land to create a visually diverse and vital public realm, and contributes to the ongoing prosperity of the Centre Core by providing additional space for intense employment, residential, recreational, and supplementary retail development.”

#### 5.3.2 Objectives

The objectives that support the vision described above include:

- As an early focus for investment, delivering several new bridge connections across the Bremer River to enable The Terrace to be better linked to the Centre Core;
- Utilise the existing framework of streets and lanes to develop a quality public realm able to accommodate a high density residentially led mixed use community;
- Unlock the under-utilised riverfront including the re-development of key waterside sites;
- Integrate development with existing destinations such as the Riverlink Shopping centre; and
- Ensure lateral connectivity to adjacent Key Revitalisation Areas including Bremer East and the North Ipswich Rail Yards.

#### 5.3.3 The Terrace Intents

The key measures and initiatives that form the basis of the master plan and that will drive The Terrace toward meeting its full potential are:

- Deliver a new bridge (all modes) between Norman Street in East Ipswich and Lawrence Street as a key linkage to achieve the inter-neighbourhood connector route;
- Implement Thorn Street and Marsden Parade bridges to improve accessibility to the Terrace and enable the creation of the north-south transit spine;
- Create through block linkages in the form of pedestrian / vehicle shared laneways that provide improved connectivity and centre block servicing opportunities;
- Develop a system of new roads in a generally grided form to unlock the development potential of the existing sports fields for a high intensity riverside mixed use development including a aquatic lagoon as part of riverheart 'stage 2';
- Resume housing north of Canning Street that is affected by Q100 flood events and convert this land into additional parks and sporting fields to support the higher intensity residential community within the area;
- Implement a pedestrian and cycle path along the banks of the Bremer River;
- Redevelop the Boral Hancocks site into an exclusive mixed use precinct and connect this, via a new footbridge along the alignment of Barry Street, the Bremer East area and East Ipswich Station;
- Adaptively re-use the 'woollen mill' building on the corner of the Terrace and Lamington Parade and develop the remainder of the site for a mix of residential and recreationally themed uses;

- Develop a mix of commercial uses to the west of Downs Street ensuring a respect for the heritage housing immediately to the north;
- Develop high density residential buildings, including active uses on the ground floor where possible, to the east of Downs Street, on both sides of Pine Street, and on both sides of The Terrace;
- Develop medium density residential uses generally along Flint Street and both sides of Lowry Street;
- Retain a generally low density character north of Flint Street;
- Implement the highest order boulevard treatments to East Street, the western end of The Terrace, and Downs Street in support of the creation of the north south transit spine;
- Transform The Terrace. Lowry Street, Flint Street, Pine Street, and Pelican Street into tree lined avenues that provide a shaded environment for pedestrians and frame views toward the river and parkland; and
- Utilise a strong built form to create distinctive urban arrival nodes where The Terrace intersects with Pine Street and Downs Street and create a landscape gateway to the area where the David Trumpy Bridge intersects with the northern riverbank.

#### 5.3.4 Catalytic Projects

The catalytic projects that have been identified within the Integrated Strategy and Action Plan and that will assist in bringing forward change within The Terrace Key Revitalisation Area are:

- **Catalytic Project 3:** Build the Riverlink pedestrian / cycle link bridge;
- **Catalytic Project 8:** Commitment to further investigate and make recommendations to Governments on Bremer River crossings (all modes) (for example Norman Street) and associated inter- regional connections to the major road network and inter-neighbourhood connector road network. The aim is to increase connectivity and circulation within the Ipswich Centre and redirect through traffic movements out of the centre core; and
- **Catalytic Project 10:** Initiate a regular, continuous north south public transport service along a transit axis / spine from the future University rail station to the North Ipswich Railway Workshops, through the traditional centre core and bus/rail interchange. In the shorter term, this should coordinate with a radial bus service (this may require bus priority treatment at congested intersections).



### 5.3.5 Connectivity

The first layer of design relating to The Terrace proposes a number of design interventions to improve the connectivity of precinct and the strength of connections to the Centre Core, Railway Museum, and Bremer East. Figure 5.3.5 graphically describes this approach and is supported by the following key points:

- The proposed bridges at Marsden Parade, Thorn Street, Riverlink and Barry Street are critically important to unlocking the potential of The Terrace;
- The Terrace forms an important part of the proposed north south transit spine and will be important in linking the Centre Core to the North Ipswich Railway Yards;
- The current circulation network has been retained with a variety of new connections having been made to improve the overall permeability of the area and to provide sufficient servicing capability for the higher densities of development proposed there; and
- The historic pattern of laneways that characterises many of the blocks within the areas has been reinterpreted to provide a number of important north south linkages.

#### LEGEND

- ..... Revitalisation Area Boundary
- ||||| North-South Spine
- Inter-neighbourhood Connector
- Key Local Connection
- Access Road
- - - Service Laneway
- ||||| Pedestrian Priority
- ..... Riverside Pedestrian and Cycle Connection Network
- Key Intersection
- ➡ Key Linkage
- ➡➡ Bridge Links (All modes)
- ➡➡ Pedestrian/Cycle Bridge
- Pedestrian access from bridges to River Heart Parklands

#### KEY NETWORK CHANGES

- ① Introduction of bridge crossing linking Norman Street and Lawrence Street as part of Inter-neighbourhood connector
- ② New connection route off The Terrace unlocking access to riverfront
- ③ Extension of Pelican Street to connect to Marsden Parade river crossing
- ④ Extension of Thorn Street river crossing to The Terrace
- ⑤ New connection road linking extended Pelican Street and new road from Thorn Street Bridge crossing

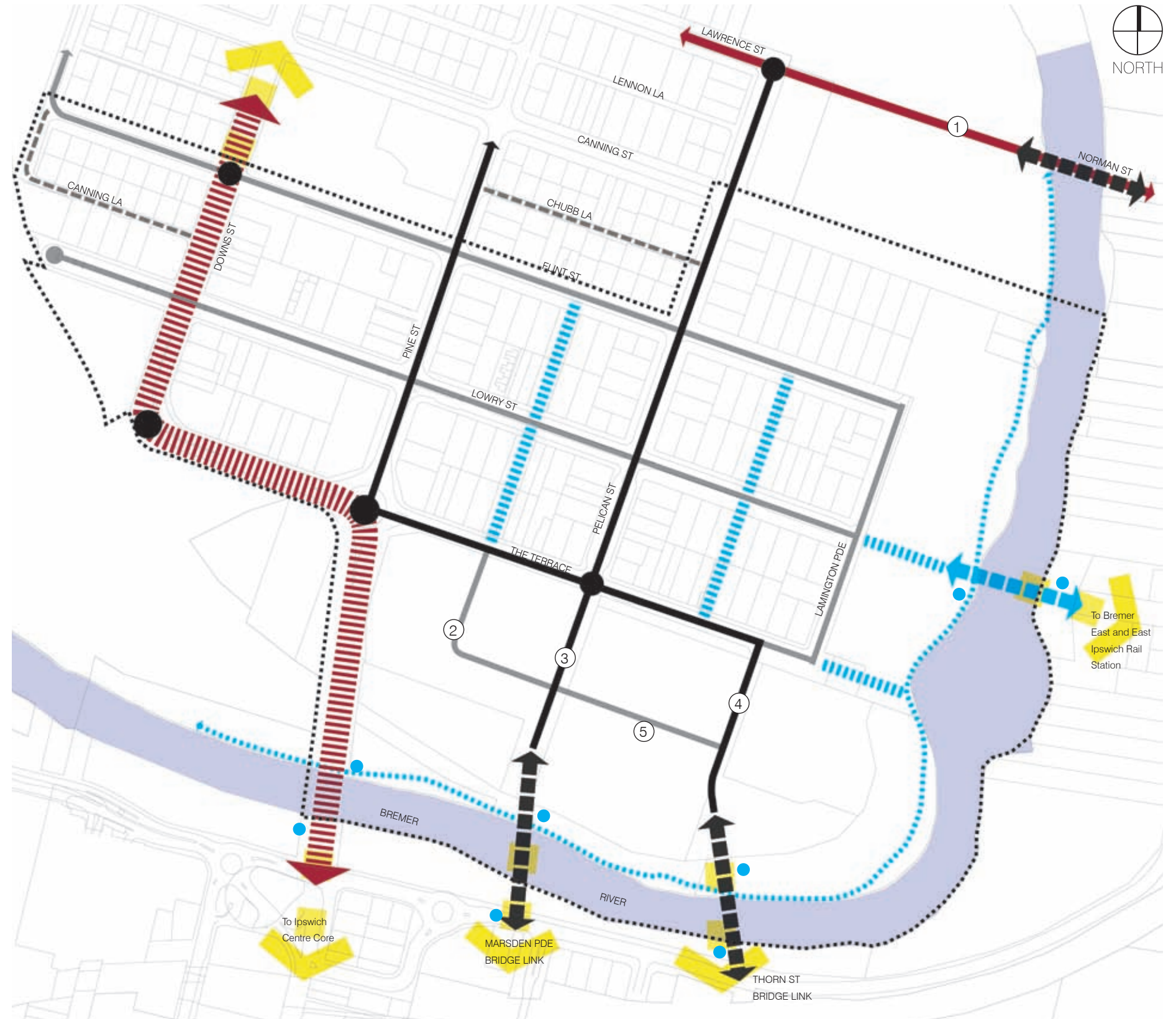


Figure 5.3.5 - The Terrace: Connectivity



### 5.3.6 Function

The second layer of design that has been applied to The Terrace relates to its land use function and the intensity and scale of future development. Figure 5.3.6 sets out the approach to function and is supported by the following key points:

- A generally residential theme, with significant opportunities for mixed use development, characterises the land use approach to The Terrace;
- The intensity of residential uses transitions from high densities in the south, opposite the Centre Core, to medium and lower densities in the north which tie into the established residential character of the blocks north of Flint Street; and
- Sites in proximity to Riverlink should support the shopping centre and include commercial floor space.

#### LEGEND

..... Revitalisation Area Boundary	▨ Mixed Use (Adaptive Reuse) with Medium Density Residential Focus
■ Mixed Use with High Density Commercial Focus (High Density)	■ Character Mixed Use
■ Mixed Use with Commercial Focus (Medium Density)	■ Public Open Space
■ Mixed Use with High Density Residential	■ Special Use
■ Mixed Use with Medium Density Residential Focus	■ Adjacent Public Open Space
■ Medium Density Residential	■ Place of Heritage character value to be retained
■ Low Density Residential	■ Place of Heritage character interest to be relocated
	----- Q100

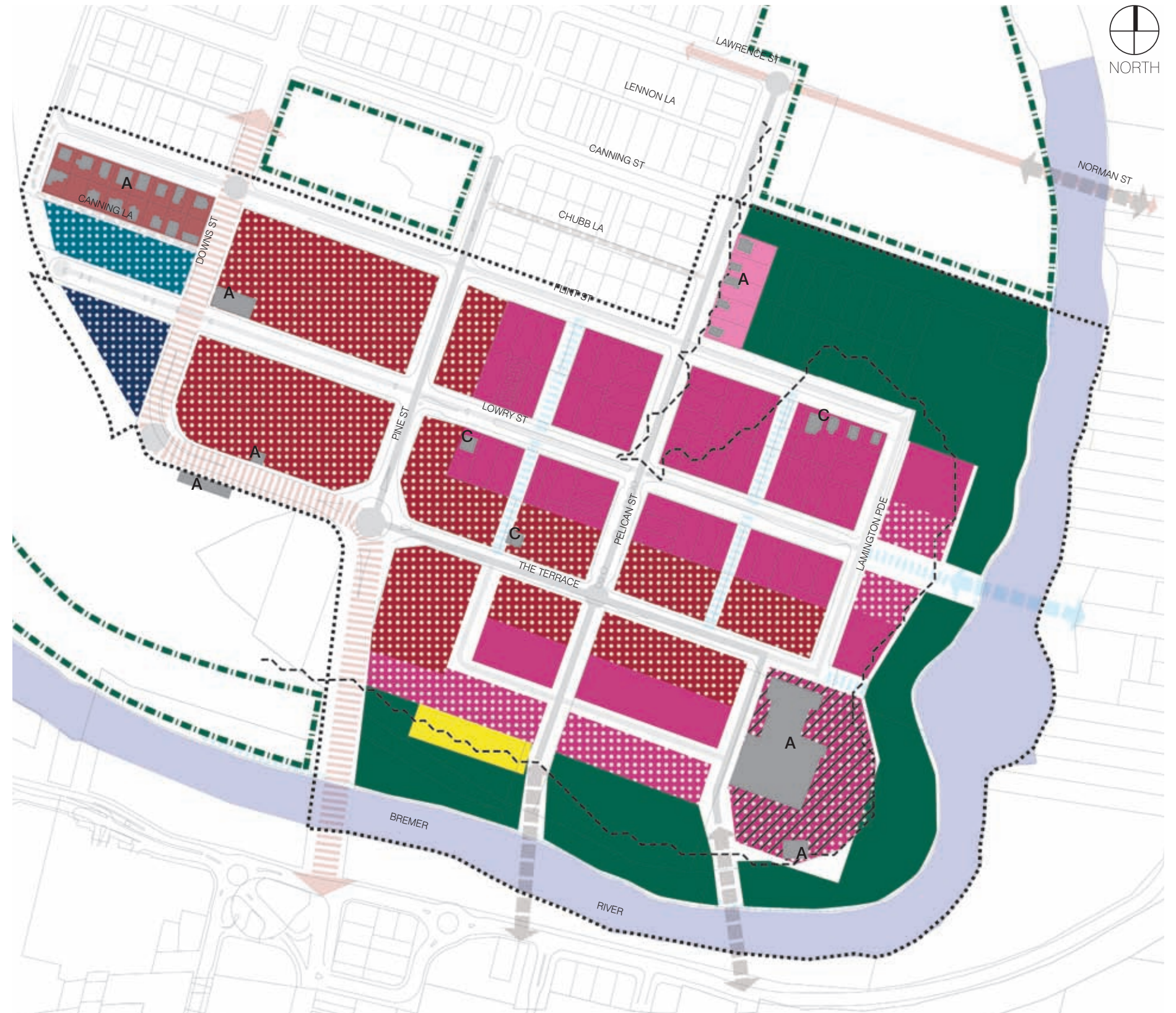


Figure 5.3.6 - The Terrace: Function



### 5.3.7 Public Realm Structure

The third layer of design that has been applied to The Terrace relates to its future public realm and streetscape structure. This element of the plan aims to describe the quality, interconnectedness, and level of activity associated with the public spaces of the precinct. Figure 5.3.7 sets out the approach to public realm and is underpinned by the following key points:

- The delivery of active frontages to all key streets including Downs Street, Pine Street, The Terrace, and all new roads within the redevelopment of the existing sporting grounds;
- The creation of two full size football fields immediately north of Flint Street and Lamington Parade;
- An extensive network of pedestrian priority / shared laneways that break down the scale of the blocks to improve pedestrian permeability; and
- All streets within the area to be radically improved and to provide a level of amenity commensurate with the proposed intensity of development.

#### LEGEND

- ..... Revitalisation Area Boundary
- Local View
- Significant View
- Landmark / Focal Point
- Arrival Node / Gateway
- Active Edge
- Boulevard Treatment (refer Fig 4.5d)
- Avenue Treatment (refer Fig 4.5f)
- Street Treatment (refer Fig 4.5j)
- Pedestrian Priority
- Public Open Space
- Adjacent Public Open Space
- Individually Listed Heritage Character Place

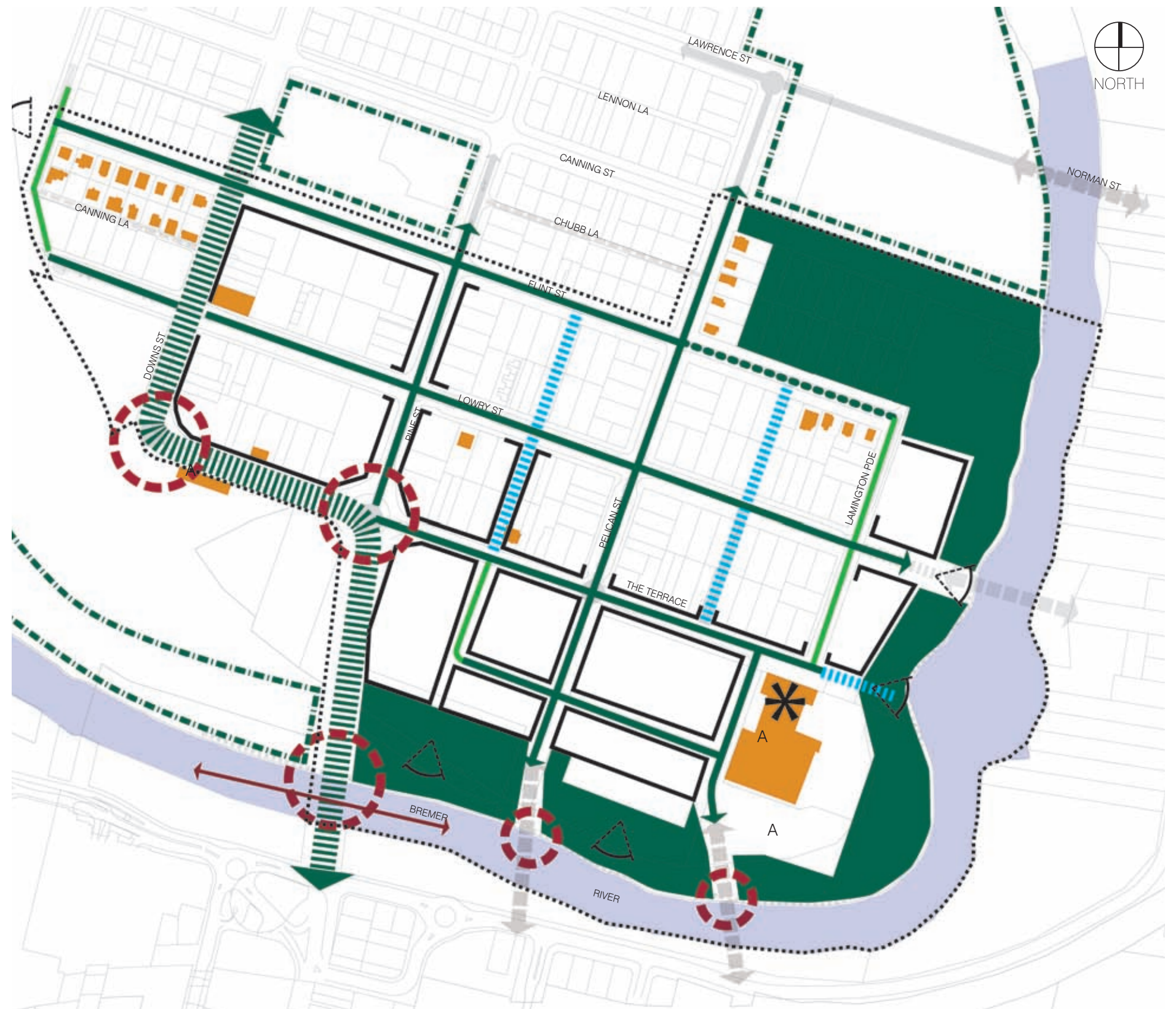


Figure 5.3.7 - The Terrace: Public Realm Structure

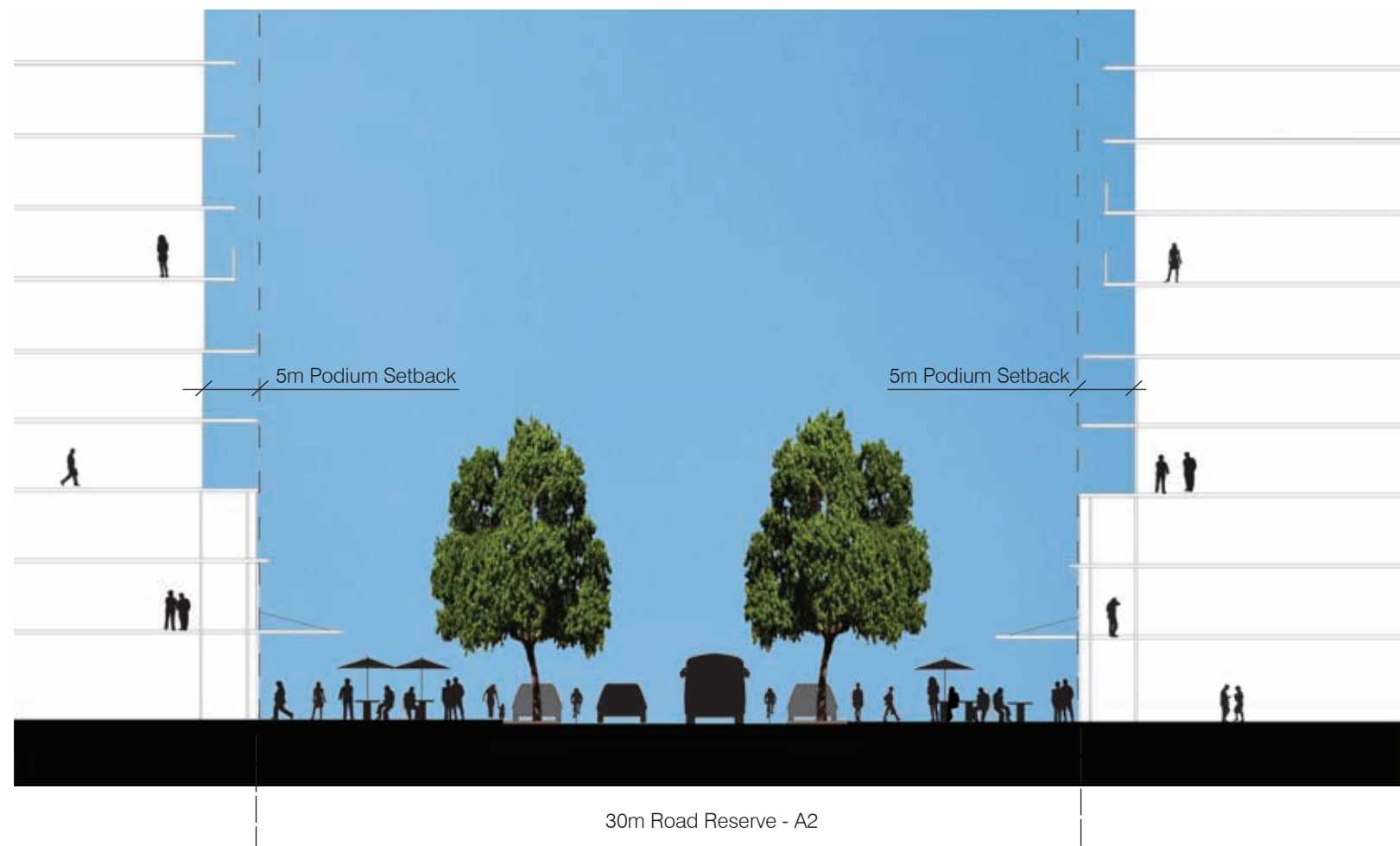


Figure 5.3.7a - The Terrace Streetscape Section: The Terrace aa (refer Figure 5.3.8 for reference)

### 5.3.8 The Terrace Design Guidelines

In addition to the broad design guidance set out in Section 4.9 and the cross sectional information in Section 5.3.10, this section provides design guidance specific to The Terrace and focuses on:

- Building Setbacks including podium provisions;
- The performance of Street Frontages of new buildings;
- Preferred Car Parking Solutions; and
- Key local views that should be retained and enhanced.

Figure 5.3.8 demonstrates the approach to these issues for The Terrace and is supported by the broad commentary set out below.

#### Setbacks

The Terrace forms an important part in the transition of intensity toward the Centre Core from the areas of lesser intensity to the north. As a result The Terrace utilises setbacks to create a gradual intensification of street activity that is reflective of proximity to the Centre Core and the River Corridor. Of note here is the currently extremely wide road reserves along many of the streets in The Terrace that do not require setbacks for residential uses or for the creation of avenues where they might normally be expected.

Podium setbacks vary as well with a 10 metres setback provision along blocks fronting the river corridor and those adjacent to established lower density residential areas. All other podium setback provisions have been designed to create variety of intensities along the streetscape.

#### Frontage Performance

Whilst The Terrace has a much stronger residential mixed use character than the Centre Core, it will still require all buildings to strongly front the street with residential entrances in particular providing a clear delineation between the public and private realm. All servicing is to be from beneath or behind the building. The provision of shade and weather protection is an important aspect of living in a sub-tropical centre and all new development along main streets and park edges will be required to provide awnings to achieve this.



## Car Parking Solutions

All new development at The Terrace will be required to meet its statutory car-parking requirement within the boundary of the site through either:

- Centre block parking courts as either private or managed communal resources;
- Underground or basement car parking utilising a discreet entrance that does not dominate the street frontage; and
- Podium parking is unlikely to be required. However if it is seen to be the only practical solution, the ground floor is to be sleeved for at least 70% of its frontage in retail, or commercial and residential foyers. For this solution to be acceptable the façade treatment of the parking podium will need to be of an exceptional design standard.

Exposed at grade parking courts will be generally not be considered appropriate within this Key Revitalisation Area.

## Views

Linear views toward the River Corridor in both the north south and east west directions are a defining feature of The Terrace and should be protected and enhanced where they currently exist, and created generally in line with the master plan intent. Figure 5.3.8 sets out the views that should be framed, but not impacted upon, by new development.

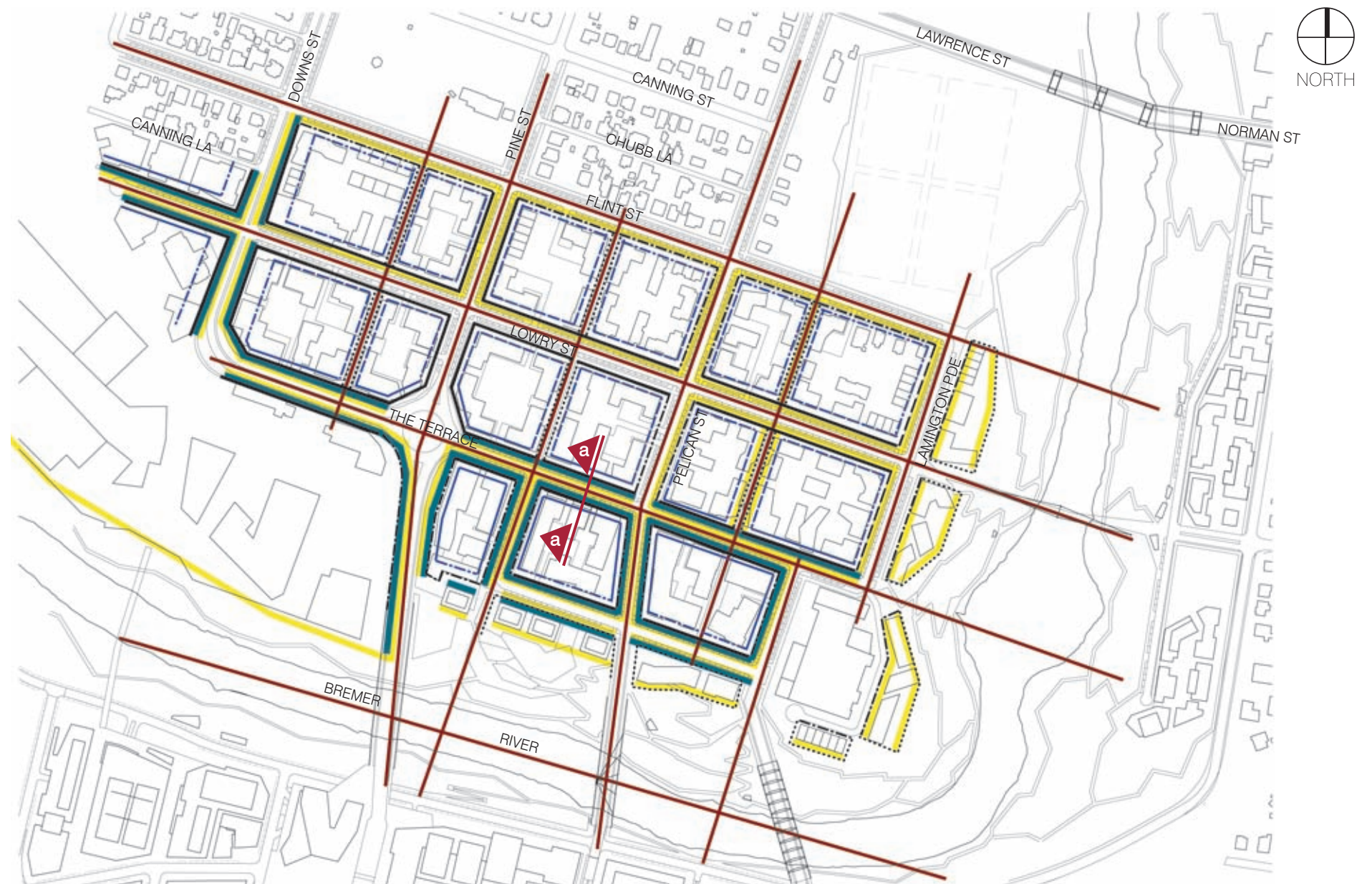


Figure 5.3.8 - The Terrace: Design Guidelines

### LEGEND

Development Setbacks	Podium Setbacks	
— 0m	— 5m	— Awning
- - - 2m	- - - 7.5m	— Primary Frontage
- . - . 4m	- . - . 10m	— Views protected / created
..... Other (to achieve master plan intent)		





Figure 5.3.9 - The Terrace: Illustrative Plan



### 5.3.9 Illustrative Plan

As a way of demonstrating the potential physical outcome of the strategies and intents described above, Figure 5.3.9 provides an illustrative master plan for The Terrace. An alternative scenario demonstrating the capacity of the area for a new multi function sports stadium is set out in Section 5.3.12, the context for which is explained in Section 4.10.4.

### 5.3.10 Cross Sections

In support of the illustrative master plan for The Terrace two cross sections have been developed to describe the desired physical profile of the Key Revitalisation Area. The aim of the cross section is to:

- Illustrate the relationship between existing buildings, new development and public space;
- Describe the desired mass and height of development in selected locations;
- Indicate the proposed three dimensional operation of the precinct; and
- Demonstrate the way in which development will be required to deal with changes in landform.

### 5.3.11 Illustrative Material

Figure 5.3.11a and 5.3.11c describes the way in which an Aquatic Lagoon and associated development might activate the waterfront of the Terrace. Figure 5.3.11b provides a three dimensional representation of the intended development forms along Lowry Street at the Terrace.



Figure 5.3.11a - The Terrace - Detailed concept plan of proposed lagoon complex perched on the northern banks of the River (refer Section 4.10.5 for locational options)



Figure 5.3.10a - Section AA

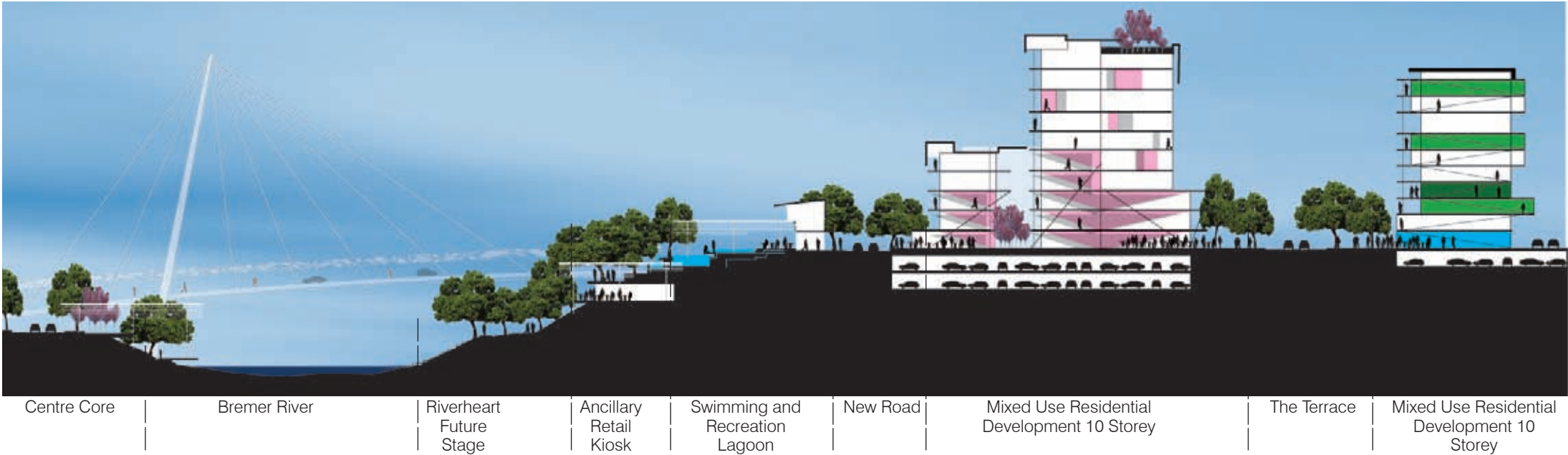


Figure 5.3.10b - Section BB

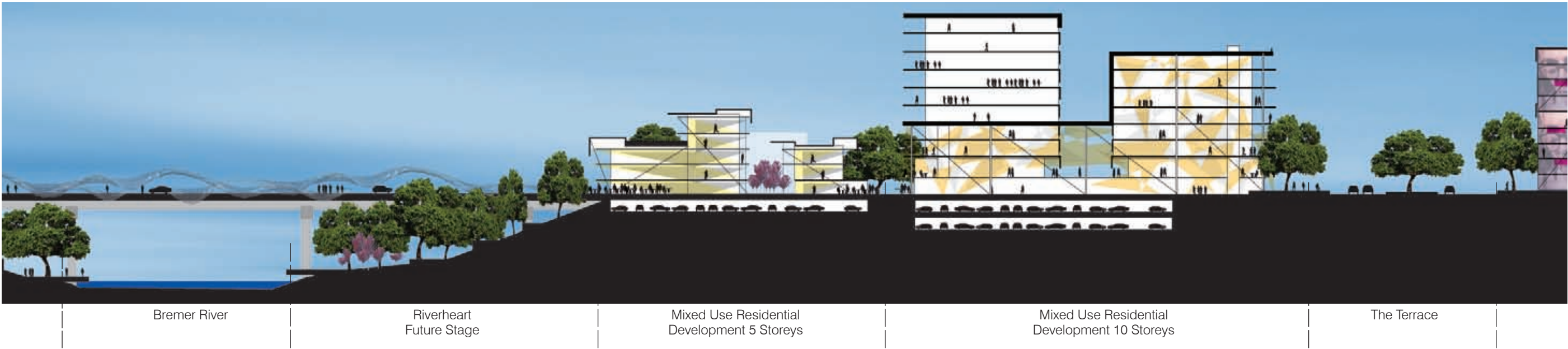


Figure 5.3.10c - Section CC

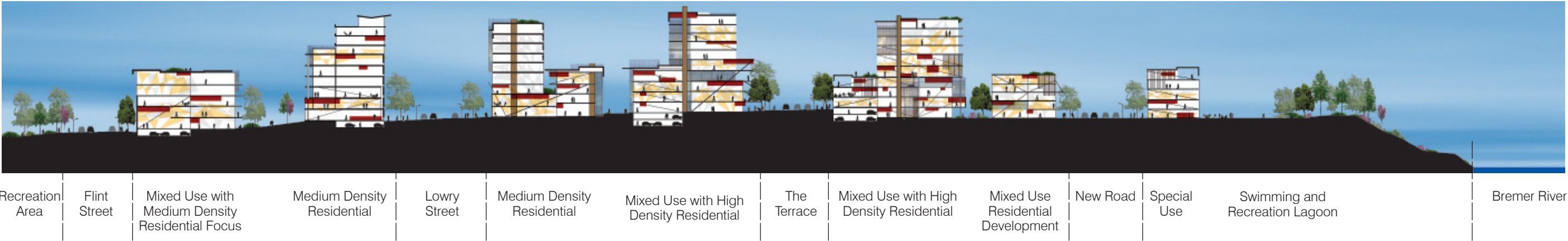






Figure 5.3.11b - Artist Impression: View down Lowry Street toward a new pedestrian and cycle bridge link to the Terrace to East Ipswich Station





Figure 5.3.11c - Artist Impression: View from the David Trumpy Bridge taking in the proposed Aquatic Lagoon and new river crossings at Thorn Street and Marsden Parade

















### 5.3.12 Alternate Scenario

During the process of design development, and in particular based on comments raised through the Enquiry by Design and subsequent consultation processes, it has become apparent that several options exist for the development of The Terrace. Based on our current knowledge we believe that the solution identified within the preceding sections represents, on balance, the best solution for the city. However, legitimate alternatives for the area exist, one of which is diagrammatically set out in Figure 5.3.12. Development of a mixed use (or “5th Generation”) stadium south of The Terrace capitalises on the visually prominent location and delivers a new sporting icon for the centre.

The benefits and dis-benefits of this approach are explored in Section 4.10.4.

#### LEGEND

- ..... Revitalisation Area Boundary
-  Mixed Use with Commercial Focus
-  Mixed Use with Commercial Focus
-  Mixed Use with High Density Residential
-  Mixed Use with Medium Density Residential Focus
-  Mixed Use (Adaptive Reuse) with Medium Density Residential Focus
-  Medium Density Residential
-  Low Density Residential
-  Character Mixed Use
-  Special Use (Sports Stadium)
-  Public Open Space
-  Adjacent Public Open Space
-  Place of Heritage character value to be retained
-  Place of Heritage character value to be reassessed
-  Place of Heritage character interest to be relocated
- Q100

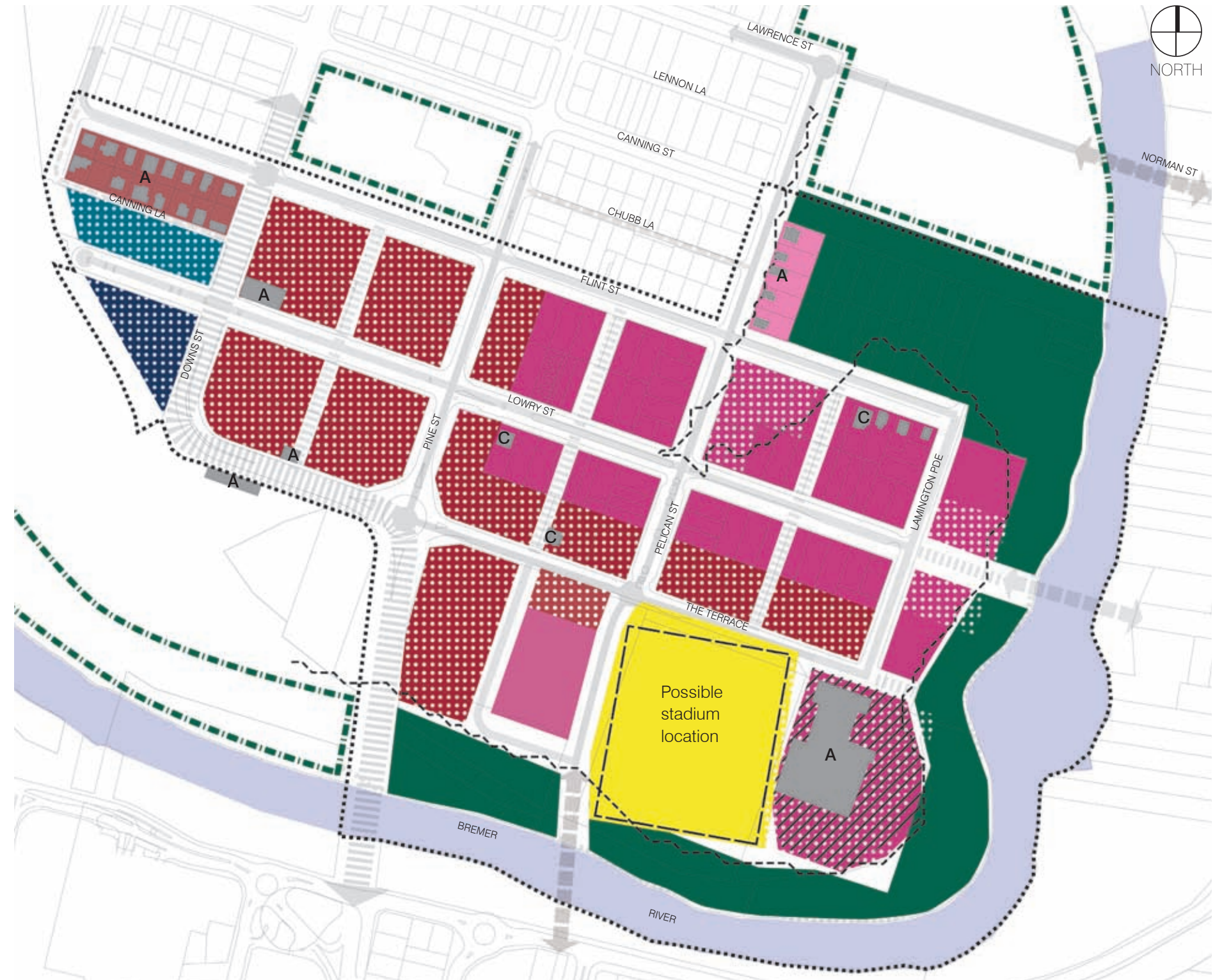


Figure 5.3.12 - The Terrace: Sports Stadium Scenario



## 5.4 Key Revitalisation Area 4: Bremer East

Bremer East is a linear Key Revitalisation Area that is perched on the eastern banks of the Bremer River in close proximity to East Ipswich Rail Station and The Terrace. This area is partially flood constrained but does offer an important opportunity to continue to activate the river's edge and accommodate residential density in close proximity to public transport and the amenity of the Centre Core.



Figure 5.4 - Bremer East: Key Plan

### 5.4.1 Vision

"Bremer East will capitalise on its attractive and elevated water side position to develop an intense mixed use precinct that both accommodates a residential population and provides a sufficient array of other uses to activate the river corridor and to anchor a new pedestrian and cycle bridge connecting the site to The Terrace".

### 5.4.2 Objectives

The objectives that relate to the Bremer East Key Revitalisation Area are:

- To work within the flood constraints of the precinct to deliver a compact residentially led mixed use precinct overlooking the river;
- To develop the site to maximise linkages through it between East Ipswich Station and The Terrace; and
- To utilise the steep topography and vary the scale and mass of new development to mitigate any impacts on the surrounding character housing.

### 5.4.3 Bremer East Intents

The intent of the master plan is to achieve the following projects, initiatives and outcomes for the Bremer East Key Revitalisation Area:

- Secure the extension of Barry Street toward the Bremer River as the axis for a new pedestrian and cycle bridge that will ultimately link East Ipswich Station to the redeveloped western bank;
- Develop a high quality esplanade within the site so that it is above the Q100 flood line and runs parallel to Blackall Street or develop the same esplanade below Q100 level as long as all access to residential uses occurs from Blackall Street;
- The extension of Norman Street westward to enable the construction of a Norman Street Bridge that will complete an important section of the proposed inter neighbourhood connector;
- Repair the river bank and include parkland and recreational facilities that extend the theme and quality of riverheart;
- Focus high and medium density residential development along the land unaffected by flooding parallel to Blackall Street;
- Utilise ancillary retail uses to activate the river frontage, absorb the impacts of topography by providing a terraced lower storey, and secure some limited development potential within the flood affected areas of the site (note: no residential uses to occur below the Q100 flood line); and
- Utilise a development form that steps down the slope rather than requiring excessive cutting, filling or retaining.

### 5.4.4 Catalytic Projects

The Integrated Strategy and Action Plan identifies 17 catalytic projects that, once implemented, will propel investment and development activity within the centre. These are largely centred on the Centre Core but in the context of Bremer East include several proximate initiatives:

- **Catalytic Project 8:** Commitment to further investigate and make recommendations to Governments on Bremer River crossings [(all modes) (for example Norman Street)] and associated inter- regional connections to the major road network and inter-neighbourhood connector road network. The aim is to increase connectivity and circulation within the Ipswich Centre and redirect through traffic movements out of the Centre core.

### 5.4.5 Connectivity

The first layer of design relating to Bremer East proposes a number of design interventions to improve the connectivity of the precinct and the strength of connections to the Terrace, river corridor and the Centre Core. Figure 5.4.5 graphically describes this approach and is supported by the following key points:

- New development should be designed to maximise the ability for pedestrians to move from Blackall Street toward the river's edge, and in particular, secure a public pedestrian/cycle link through the precinct and linking East Ipswich Station to The Terrace; and
- The esplanade that will be required to unlock the area's development potential should include attractive and wide public walkways to assist in improving the walkability of the river's edge.

### 5.4.6 Function

The second layer of design that has been applied to Bremer East relates to its land use function and the intensity and scale of future development in the context of proximate heritage and flooding constraints. Figure 5.4.6 sets out the approach to function and is supported by the following key aims:

- The site should be developed as a high quality high to medium density residential precinct;
- Opportunities exist to activate the esplanade edge with low scale and small format retail uses; and
- The rivers edge should be public, or publicly accessible, green space.



## KEY NETWORK CHANGES

- ① Extension of Barry Street towards Bremer River, provide direct connection to pedestrian/cycle bridge crossing. Signalised intersection included at Barry and Blackall Street
- ② Introduction of new road parallel to Blackall Street to unlock riverfront
- ③ Extension of Norman Street leading to proposed bridge crossing linking to Lawrence Street as part of Inter-neighbourhood connector

## LEGEND

- ..... Revitalisation Area Boundary
- Inter-neighbourhood Connector
- Key Local Connection
- Access Road
- - - Rail Line
- Rail Station
- ||||| Pedestrian Priority
- ..... Pedestrian / Cycle Connection
- Key Intersection
- ➡ Key Linkage
- ➡ Bridge Link (All modes)
- ➡ Pedestrian/Cycle Bridge
- Pedestrian access from bridge to River Heart Parklands

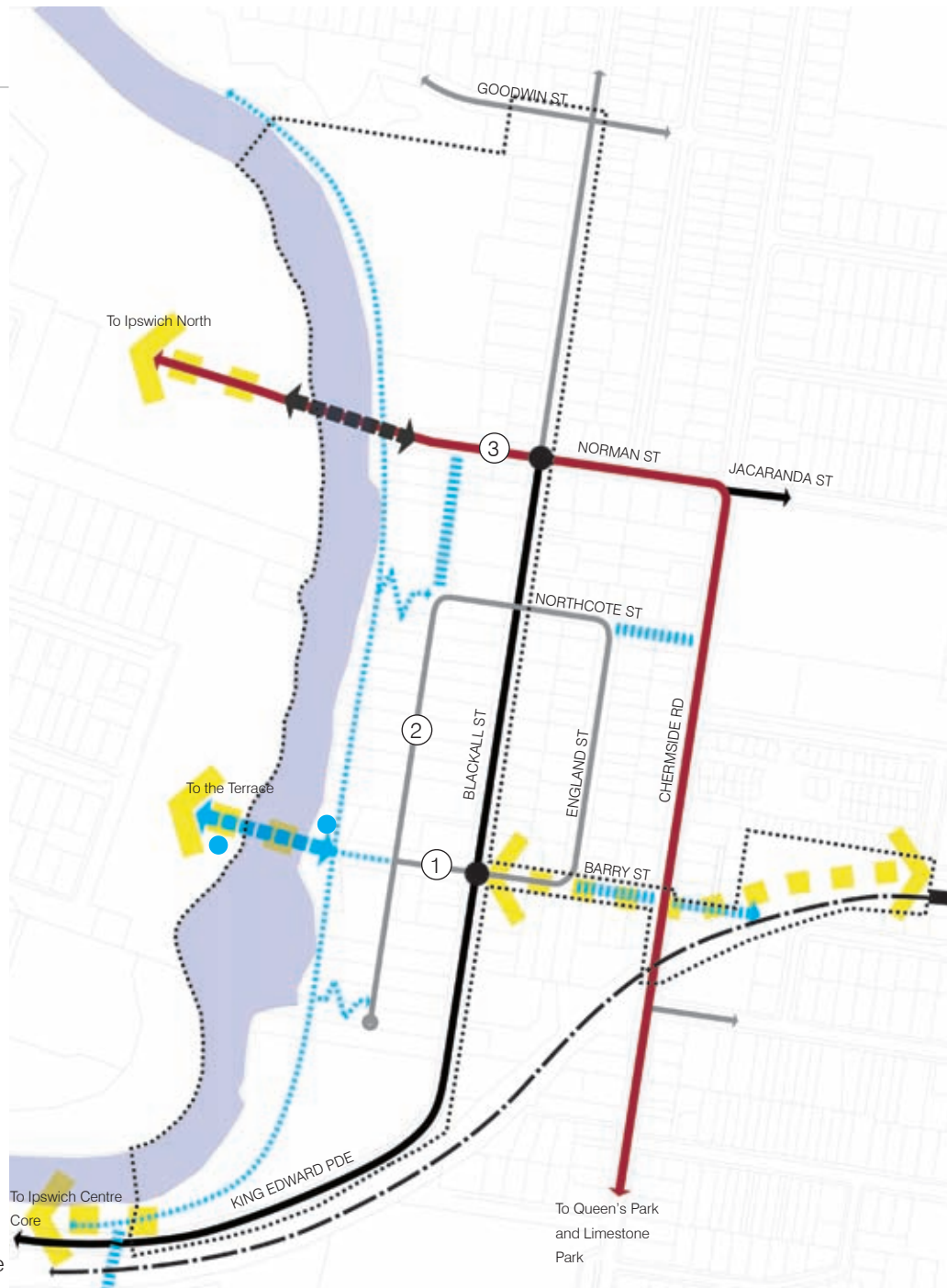


Figure 5.4.5 - Bremer East: Connectivity

## LEGEND

- ..... Revitalisation Area Boundary
- High Density Mixed Use with High Density Residential Focus
- Medium density Mixed Use with Medium Density Residential Focus
- Medium Density Residential
- Waterfront Low Scale Retail (1 storey)
- Special Use
- Open Space
- A Place of Heritage character value to be retained
- B Place of Heritage character value to be reassessed
- Q100

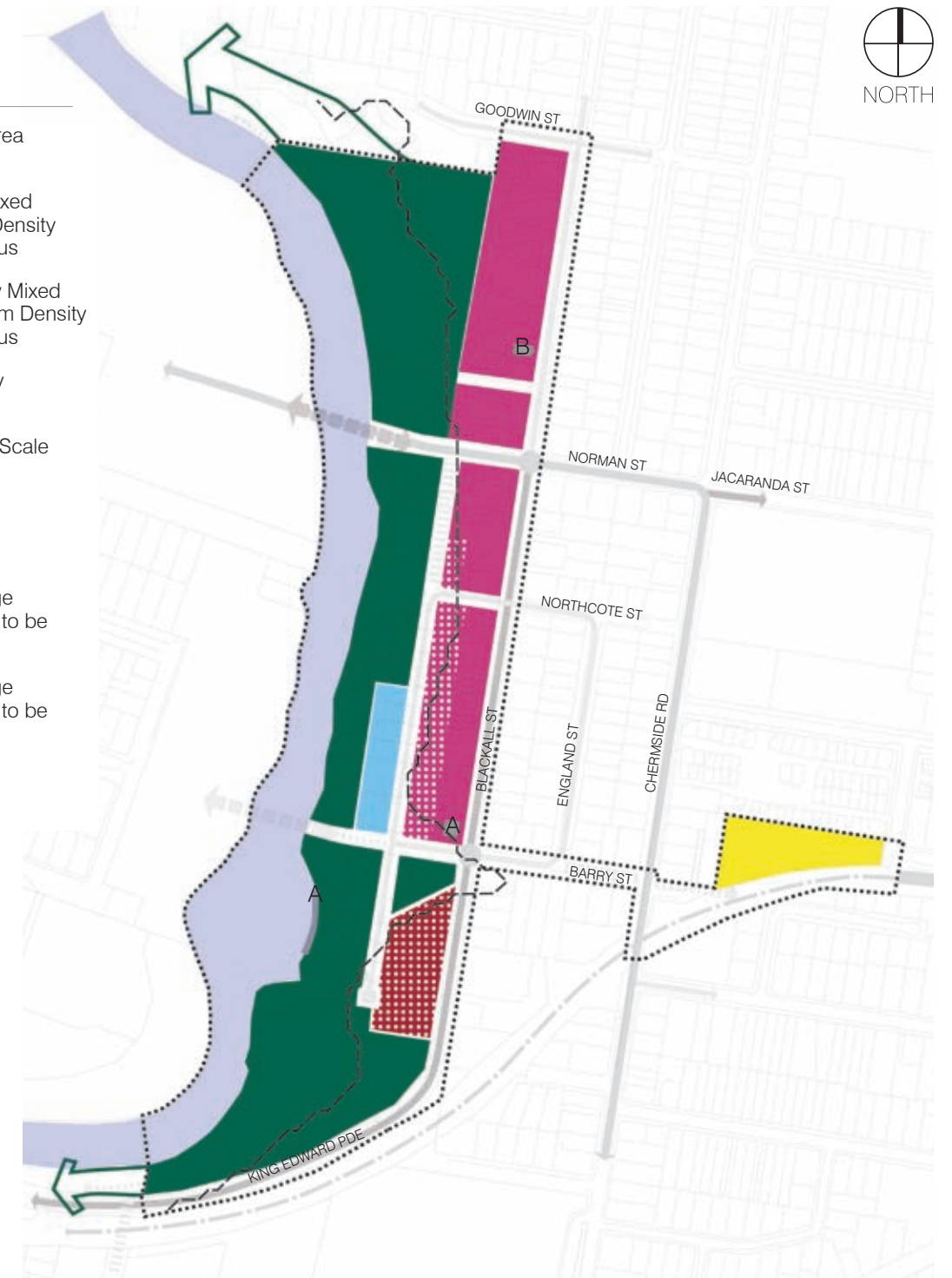


Figure 5.4.6 - Bremer East: Function



#### 5.4.7 Public Realm Structure

The third layer of design that has been applied to Bremer East relates to its future public realm structure. This element of the plan aims to describe the quality, interconnectedness, and level of activity associated with the esplanade, pedestrian linkages and riverside spaces that make up the precinct. Figure 5.4.7 sets out the approach to the public realm.

Figure 5.4.7 - Bremer East: Public Realm Structure



### 5.4.8 Bremer East Design Guidelines

In addition to the broad design guidance set out in Section 4.9 and the cross sectional information in Section 5.4.10, this section provides design guidance specific to Bremer East and focuses on:

- Building Setbacks including podium provisions;
- The performance of Street Frontages of new buildings;
- Preferred Car Parking Solutions; and
- Key local views that should be retained and enhanced.

Figure 5.4.8 demonstrates the approach to these issues for the Bremer East and is described further below.

#### Setbacks

Frontages to Blackall Street will be of residential buildings and should be setback sufficiently to reflect the lower scale of development opposite and to provide sufficient landscape depth between the street and building entrances. The setback of development on the western side of the area is driven by the Q100 flood line.

Podium style development is unlikely to be required but should it be designed in such a way as to be acceptable, upper floors should be setback significantly from the eastern and west frontages to retain a sense of space and parkland character. Buildings without a podium but that are over 3 storeys in height should seek to also setback the upper floors.

#### Frontage Performance

A logical and legible pattern of building entrances and associated awnings that clearly address the street should be delivered along both Blackall Street and the proposed riverside esplanade.

#### Car Parking Solutions

All new development at Bremer East will be required to meet its statutory car-parking requirement within the boundary of the site, although limitations on site depth created by Q100 events may mean that basement parking can extended further to the west than the above ground building envelope, through either:

- Centre block parking courts as either private or managed communal resources; or
- Underground or basement car parking utilising a discreet entrance that does not dominate the street frontage or impact upon the capacity of the site to absorb and deal with extreme flooding events.

Exposed at grade parking courts will not be acceptable.

#### Views

Views along the river corridor and along the alignment of Barry Street toward the River are of primary importance to the precinct and should be retained and enhanced through development.

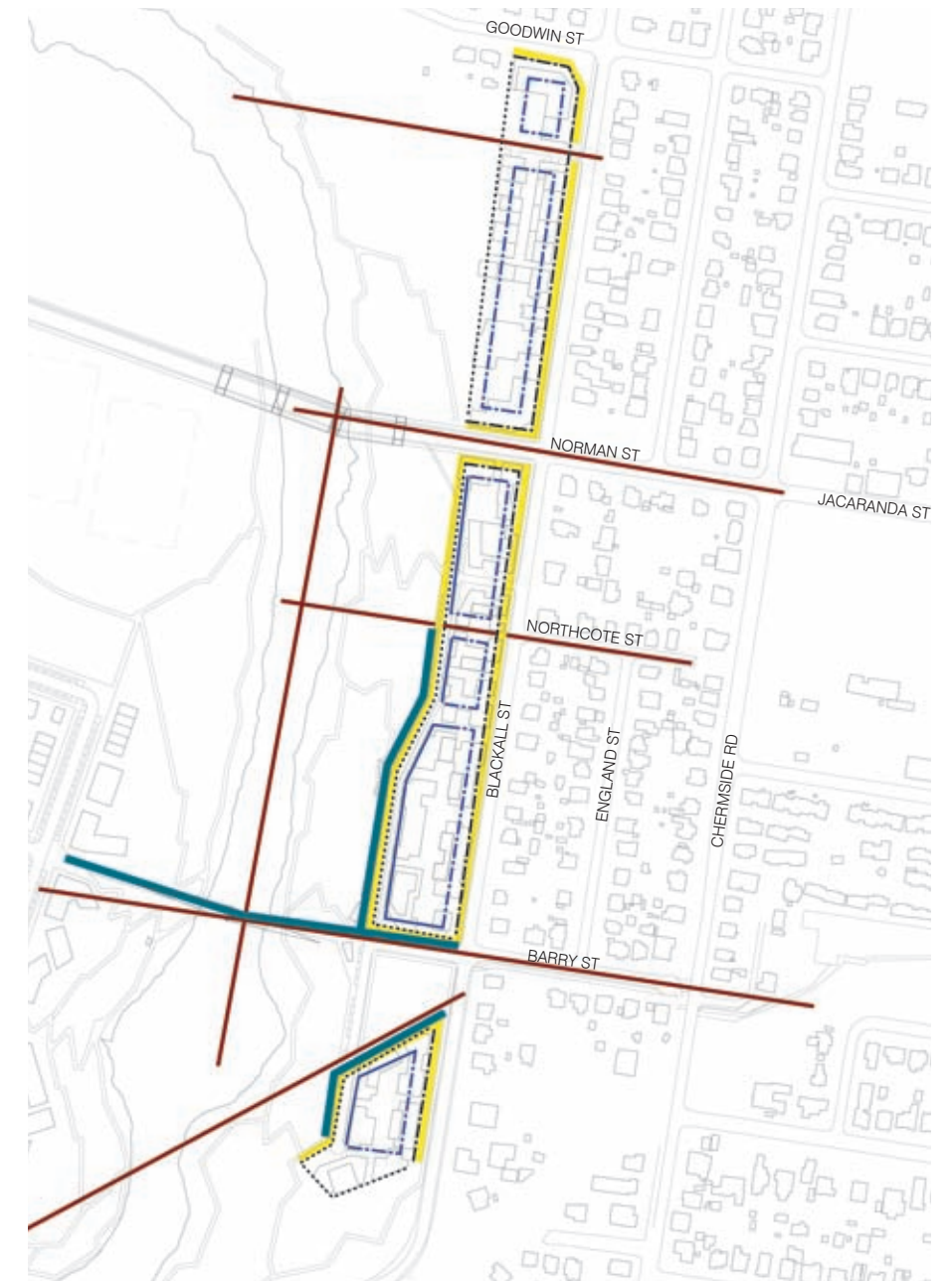


Figure 5.4.8 - Bremer East: Design Guidelines

#### LEGEND

Development Setbacks	Podium Setbacks	
— 0m	— 5m	— Awning
- - - 2m	- - - 7.5m	— Primary Frontage
- . - . 4m	- . - . 10m	— Views protected / created
..... Other (to achieve master plan intent)		





Figure 5.4.9a - Bremer East: Illustrative Plan

#### 5.4.9 Illustrative Plan

As a way of demonstrating the potential physical outcome of the strategies and intents described above, Figure 5.4.9a provides an illustrative master plan for Bremer East and is demonstrative of one of many acceptable outcomes.

#### 5.4.10 Cross Sections

In support of the illustrative master plan for Bremer East one cross section has been developed to describe the desired physical profile of the Key Revitalisation Area. The aim of the cross sections is to:

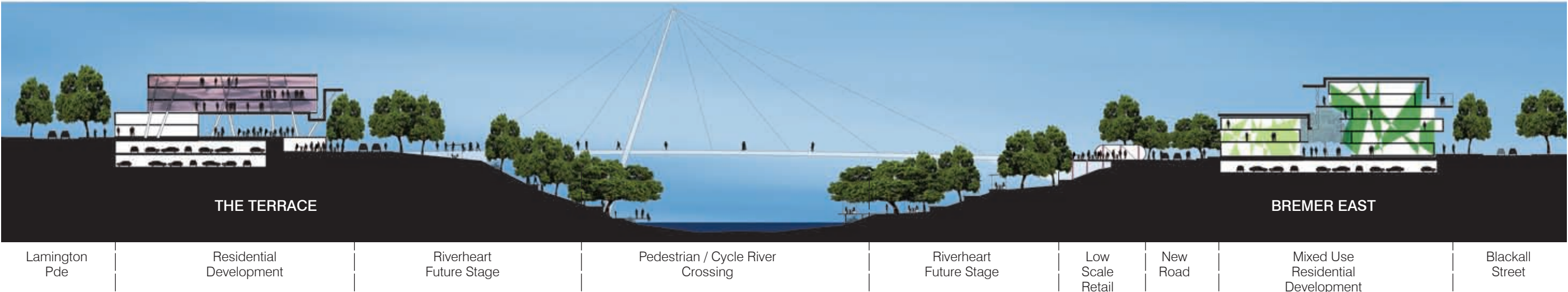
- Illustrate the relationship between existing buildings, new development and public space;
- Describe the desired mass and height of development in selected locations;
- Indicate the proposed three dimensional operation of the precinct; and
- Demonstrate the way in which development will be required to deal with changes in landform.



Figure 5.3.9b - Bremer East - Detailed concept plan of proposed bridge link to The Terrace



Figure 5.4.10 - Section AA





## 5.5 Key Revitalisation Area 5: Top of Town

The Top of Town occupies a unique position immediately to the west of the Centre Core and is characterised by a largely intact series of fine heritage buildings. This Key Revitalisation Area presents an important opportunity to combine heritage architecture and an emerging on street dining culture with suitably scaled contemporary buildings to create a truly distinctive place.



Figure 5.5 - Top of Town: Key Plan

### 5.5.1 Vision

“The Top of Town will capitalise on its already attractive built form by integrating new and exciting forms of development on infill sites. The area will be characterised by its occupants who will include businesses and organisations with an alignment to the arts and creative sectors and will be reinvigorated by extensive on street dining and significant new commercial and residential development over the rail lines to the north and in selected locations along Darling Street. The emerging pattern of inter block connections and church forecourts will provide the setting for intimate urban experiences as a foil to the more urbane and civic character of the Centre Core.”

### 5.5.2 Objectives

The master plan objectives for the Top of Town are:

- To ensure that all heritage buildings are adaptively re-used with an emphasis on using currently under-utilised space on the upper floors fronting Brisbane Street as studios and other venues for the creative industries;
- To encourage the use of Brisbane Street as the centre’s premier on street dining precinct;
- To ‘complete the street’ by encouraging infill development on vacant or under-developed sites;
- To ensure that the combination of land uses, public spaces, and building form come together to create a distinctive character that is true to the spirit of the place; and
- To unlock significant development potential over the railway line by removing the existing stabling yards to reduce the overall corridor width.



### 5.5.3 Top of Town Intents

The intent of the master plan is for the Top of Town to achieve the following outcomes:

- To ensure the implementation of the highest order boulevard treatments to Brisbane and Limestone Streets as a part of their returning to two way corridors;
- To implement avenue treatments along Darling Street, Burnett Street and Ellenborough Street;
- Through the way in which built forms addresses the street, create nodal gateways at the intersection of Brisbane Street with Ellenborough Street and Burnett Street;
- Retain the strong linear views that currently occur down Brisbane Street by setting back the upper floors of new development to reinforce the rhythm of the streetscape;
- To remove the existing rail stabling yards and thus the width of the railway cutting. This will improve the viability of creating air rights development and new pedestrian connections across the corridor;
- To formalise existing mid block laneways and linkages between Limestone and Brisbane Street and create new ones between Darling Street and Brisbane Street over the railway cutting;
- To extend West Street westward in the form of a servicing lane that allows new development in the area to be better accessed;
- To encourage finer grained commercially focused mixed use development in between and behind exiting heritage buildings and to supplement this with more substantial commercial footprints over the rail corridor as part of an air rights development concept; and
- To deliver a range of residential densities fronting Darling Street, preferably ramping down from West Street toward the heritage listed former residence of Darcy Doyle.

### 5.5.4 Catalytic Projects

The Integrated Strategy and Action Plan identifies 17 catalytic projects that, once implemented, will propel investment and development activity within the centre. These are largely centred on the Centre Core but in the context of the Top of Town include:

- **Catalytic Project 9:** Convert Brisbane Street and Limestone Street to two-way streets.



### 5.5.5 Connectivity

The first layer of design relating to the Top of Town proposes a number of design interventions to reinforce the connectivity of precinct to the Centre Core, West Ipswich, and across the rail line to Darling Street. Figure 5.5.5 graphically describes this approach and is supported by the following key points:

- The reintroduction of two way traffic to Brisbane and Limestone Streets is seen to be fundamental to the reinvigoration of the streets retail offer; and
- New service access lanes and pedestrian linkages through the centre of blocks have been proposed as mechanisms to both improve the walkability of the area and to provide for more development frontage.

#### LEGEND

- ..... Revitalisation Area Boundary
- ||||| East-West Spine
- Key Local Connection
- Access Street
- Two-way Street Conversion
- Service Laneway
- - - Rail Line
- ||||| Pedestrian Priority
- Key Intersection
- Key Linkage

#### KEY NETWORK CHANGES

- ① Formalised rear service laneway linking West Street through to Waghorn Street to rear of Brisbane Street development

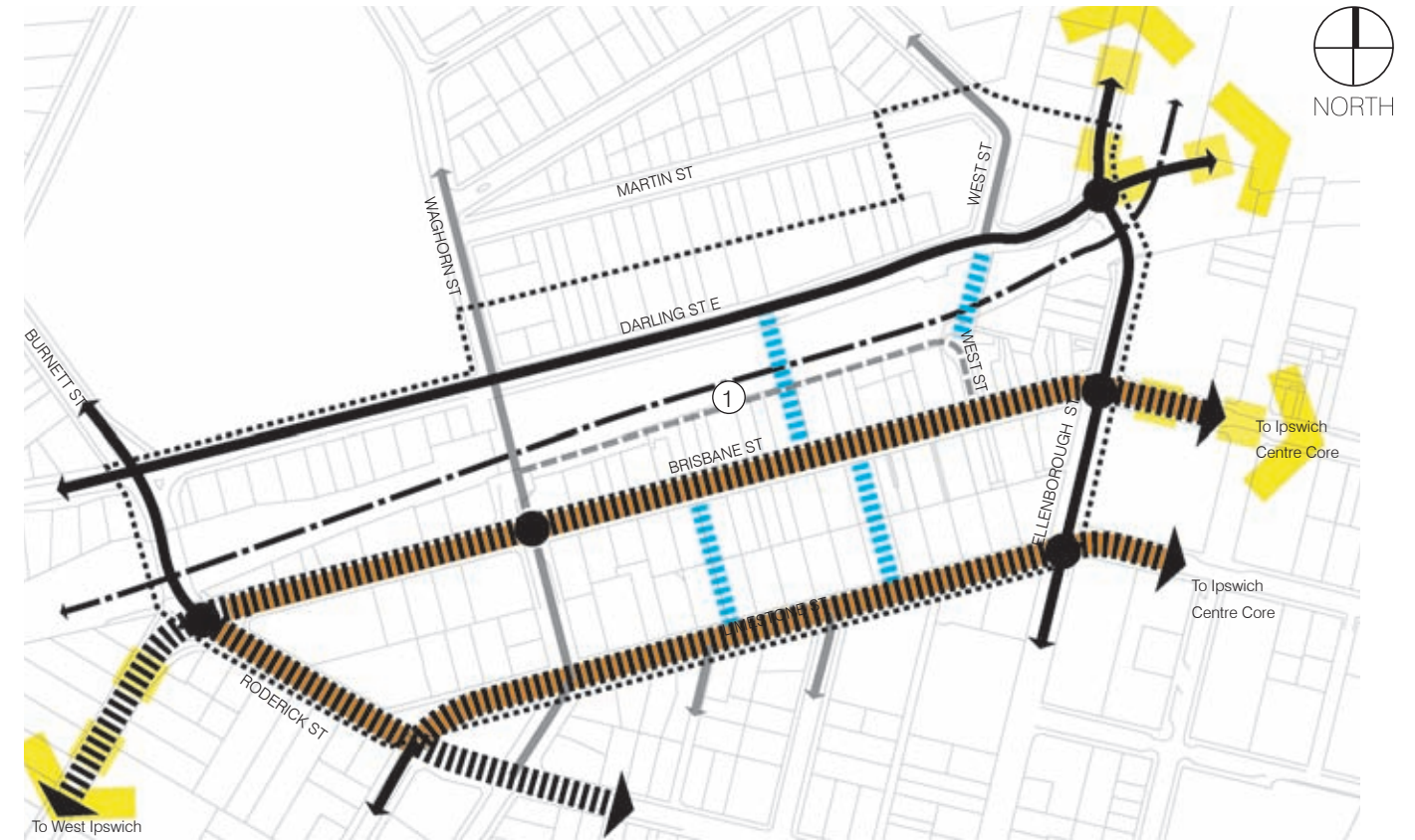


Figure 5.5.5 - Top of Town: Connectivity

### 5.5.6 Function

The second layer of design that has been applied to the Top of Town relates to its land use function and the intensity and scale of future development in the context of the fine historic setting. Figure 5.5.6 sets out the approach to function and is supported by the following key points:

- The scale of new development should be complementary to, and mitigate visual impacts upon, the collection of heritage buildings fronting Brisbane Street;
- Land uses should be mixed but with an emphasis on providing a range of new commercial floorspace to support the existing retail tenancies; and
- Residential development along Darling Street should range from two to 6 storeys from west to east to create a gradually ramping skyline toward the Centre Core.

#### LEGEND

- ..... Revitalisation Area Boundary
- High Density Residential
- Mixed Use with Medium Density Residential Focus
- Mixed Use with Commercial Focus
- Commercial Development over Rail Corridor / Volumetric Title
- Mixed Use
- Character Mixed Use (1-2 storeys)
- A Place of Heritage character value to be retained
- Q100

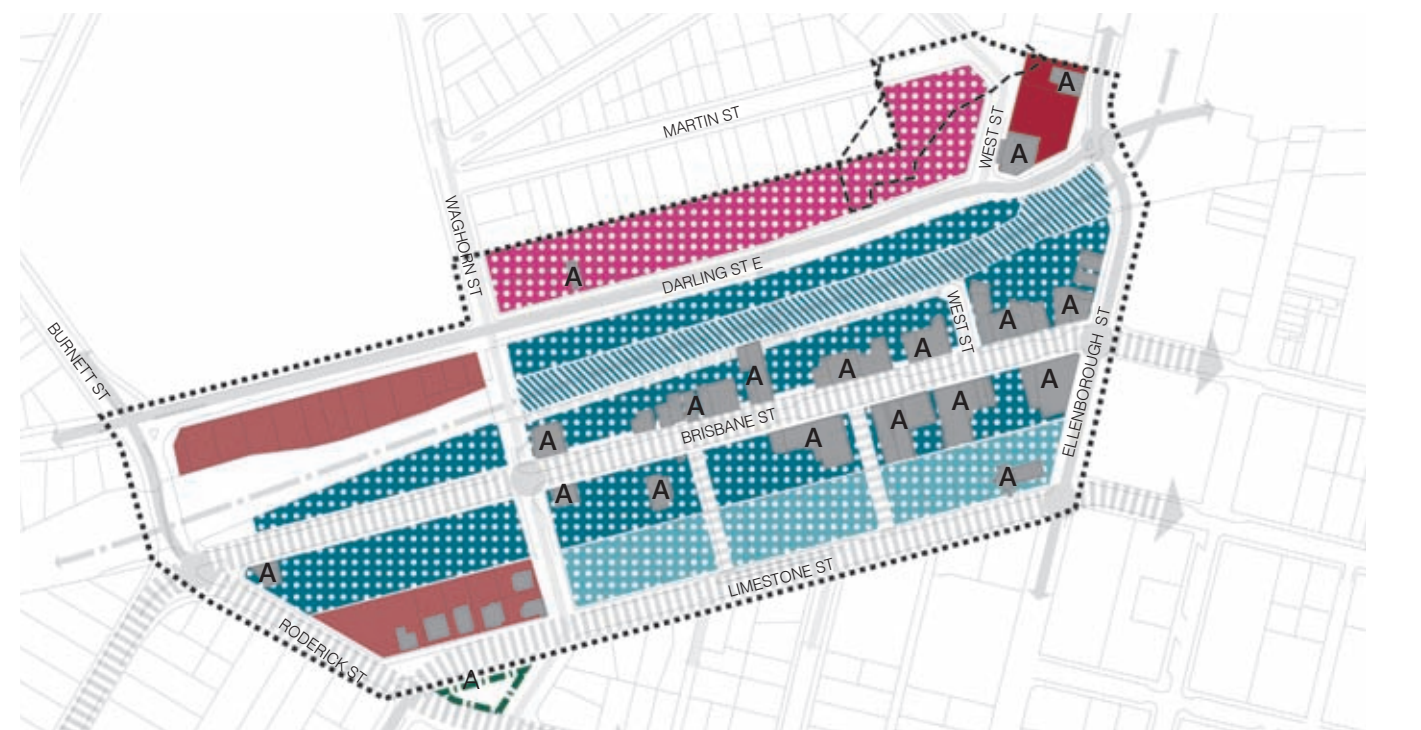


Figure 5.5.6 - Top of Town: Function



### 5.5.7 Public Realm Structure

The third layer of design that has been applied to the Top of Town relates to its future public realm and streetscape structure. This element of the plan aims to describe the quality, interconnectedness, and level of activity associated with the boulevards, avenues, streets, and lanes that make up the precinct. Figure 5.5.7a sets out the approach to public realm and is underpinned by the following key points:

- The Brisbane and Limestone Street boulevards will be the main spatial focus for the area and will be characterised by the highest quality public realm treatments. Brisbane Street in particular should include the capacity to accommodate extensive on street dining;
- Public art should be integrated into the buildings, spaces and urban furniture of the area and opportunities for ephemeral pieces should be exploited;
- New laneways and pedestrian connections will provide less formal public domain experiences and make critical connections between the two boulevards and over the railway cutting; and
- All frontages should be activated with servicing based to the rear of buildings or time managed to prevent visual and acoustic impacts.

#### LEGEND

- ..... Revitalisation Area Boundary
- Local View
- Significant View
- Landmark / Focal Point
- Arrival Node / Gateway
- Active Edge
- Boulevard Treatment (refer Fig 4.5d)
- Avenue Treatment (refer Fig 4.5f)
- Street Treatment (refer Fig 4.5j)
- Pedestrian Priority
- Heritage

Figure 5.5.7a - Top of Town: Public Realm Structure

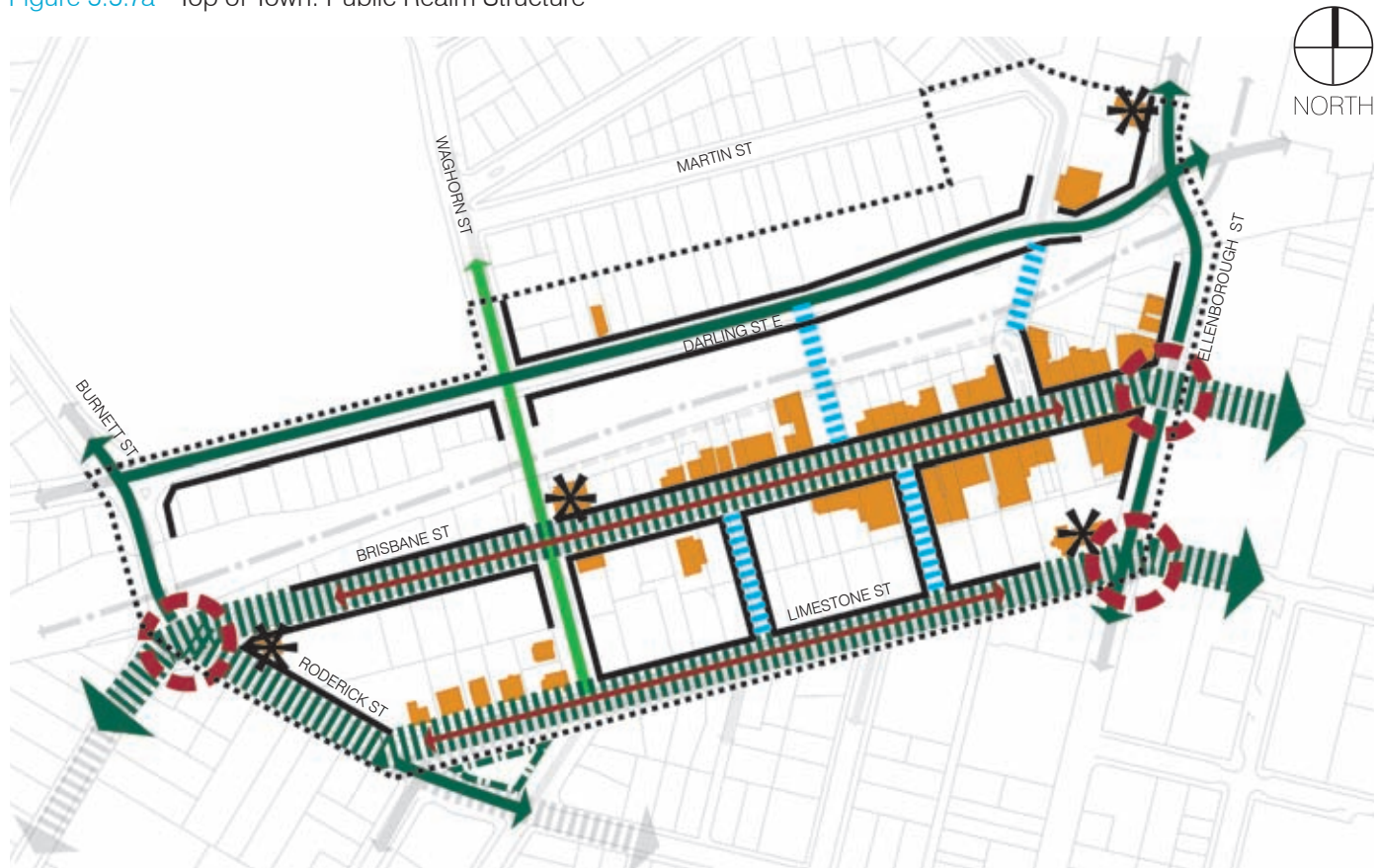
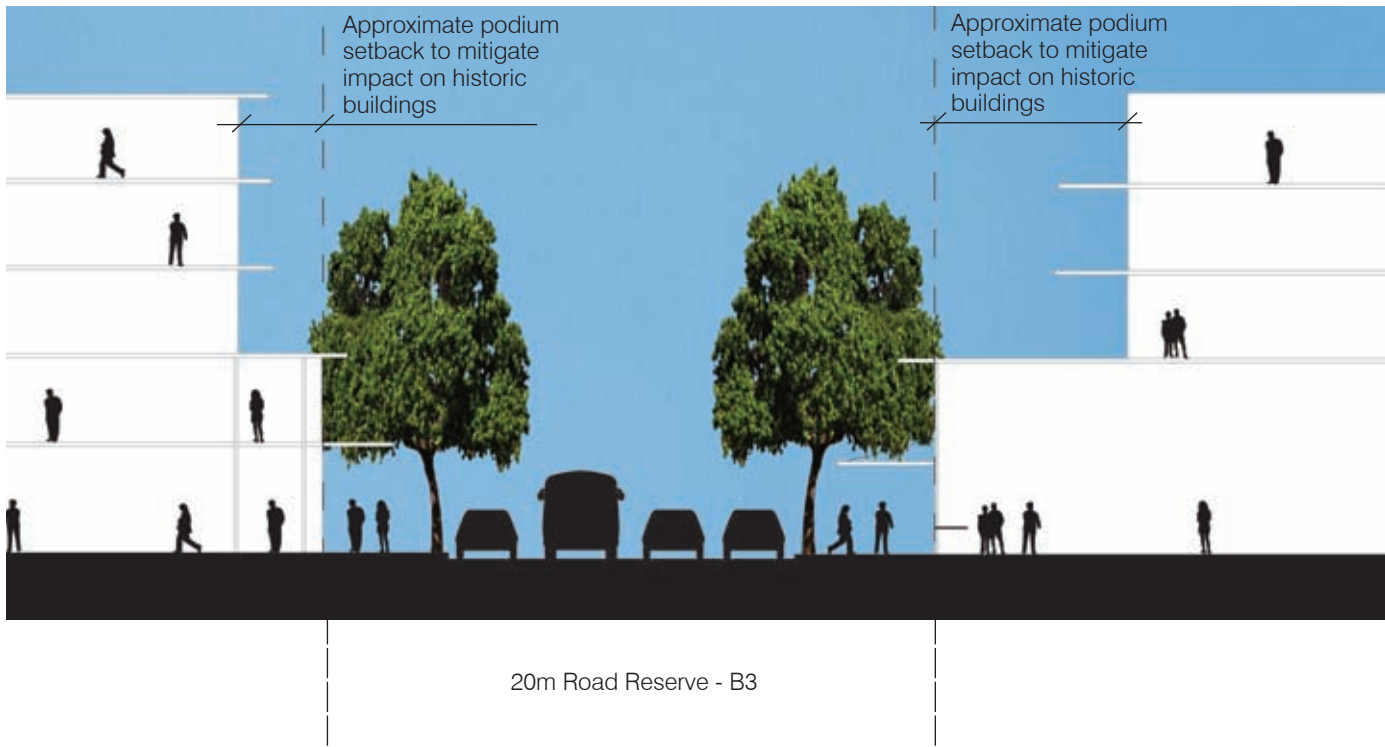


Figure 5.5.7b - Top of Town Streetscape : Brisbane Street (new development)





### 5.5.8 Top of Town Design Guidelines

In addition to the broad design guidance set out in section 4.9 and the cross sectional information in section 5.4.10, this section provides design guidance specific to the Top of Town and focuses on:

- Building Setbacks including podium provisions;
- The performance of Street Frontages of new buildings;
- Preferred Car parking solutions; and
- Key local views that should be retained and enhanced.

Figure 5.5.8 demonstrates the approach to these issues for the Top of Town and is further explored in the sections below.

#### Setbacks

The Top of Town is characterised by zero setback frontages along Brisbane Street and to a lesser extent Limestone Street. All new development along these streets should be setback in line with neighbouring buildings for no less than 50% of the frontage. Opportunities for intimately scaled urban spaces and courtyards should also be explored as entrances to new development that may occur over the rail line to the north.

Podiums are likely to be required to achieve feasible development outcomes to the north of Brisbane Street and should be setback along Darling Street to mitigate visual impact on existing adjacent residences. Of critical importance will be the podium setback line running parallel with, and behind, the line of historic buildings fronting Brisbane Street. This line has been illustrated in figure 5.5.8 and is intended to avoid the dominance of new buildings over Brisbane Street.

#### Frontage Performance

The tradition of smaller scaled active frontages that has organically been developed along Brisbane Street defines the character of what is expected at the ground floor of all new development in the precinct.

#### Car Parking Solutions

All new development at the Top of Town will be required to meet its statutory car-parking requirement within the boundary of the site through either:

- Centre block parking courts as either private or managed communal resources, although space restrictions mean that this is an unlikely solution;
- Underground or basement car parking utilising a discreet entrance that does not dominate the street frontage;

- A centralised multi storey facility between the line of historic buildings fronting Brisbane Street and the proposed line of buildings fronting Darling Street. This might be developed as a stand alone operation and could serve the entire precinct; and
- Podium parking is not preferred, however if it is seen to be the only practical solution, the ground floor is to be sleeved for at least 90% of its frontage in retail, or commercial and residential foyers. For this solution to be acceptable the façade treatment of the parking podium will need to be of an exceptional design standard.

Exposed at grade parking courts will not be accepted at the Top of Town.

#### Views

Linear views along Brisbane Street will be further enhanced by larger scale, but setback development. Opportunities to open up narrow views between Limestone, Brisbane, and Darling Street should be generally implemented in accordance with the master plan.

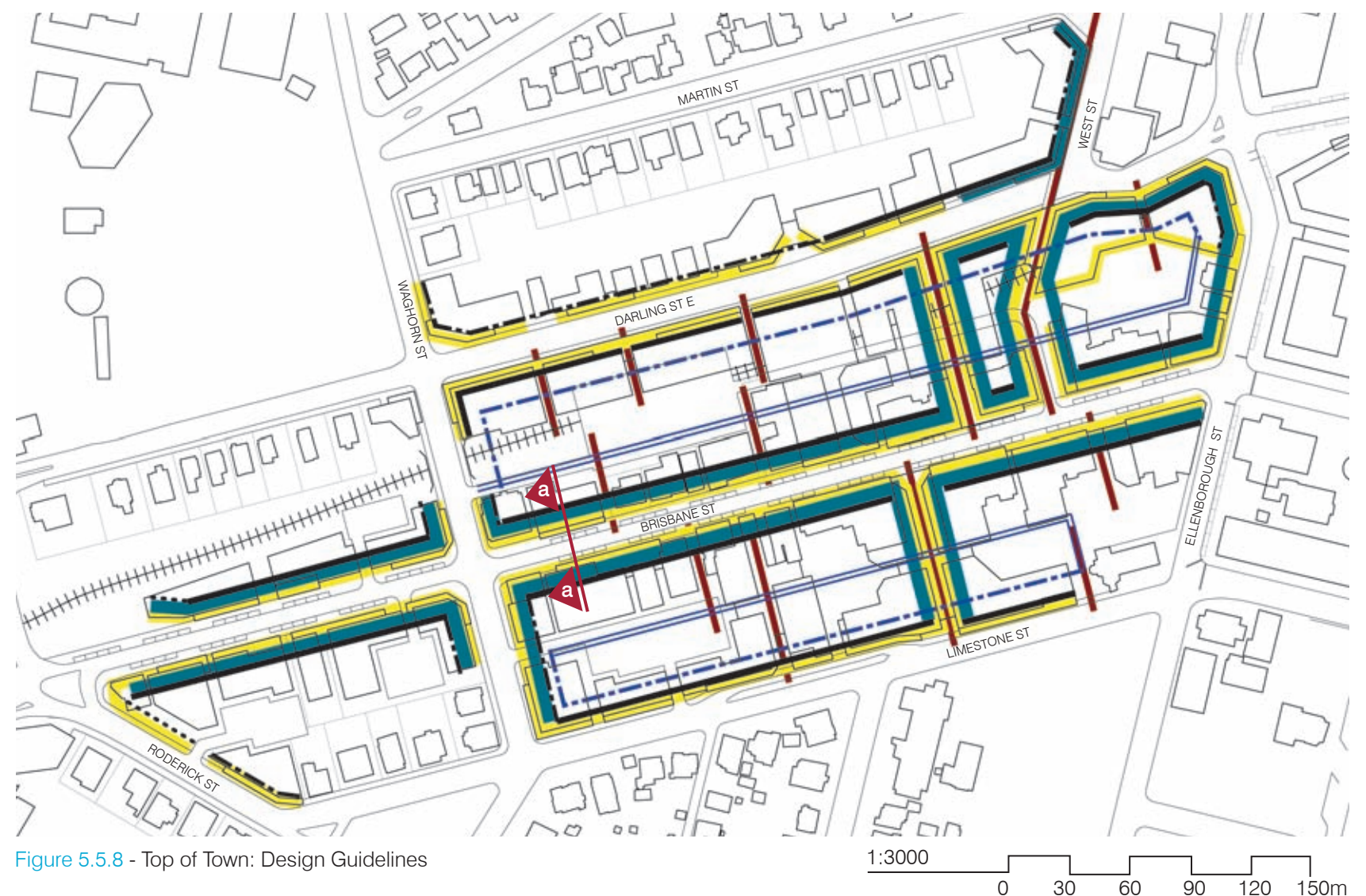


Figure 5.5.8 - Top of Town: Design Guidelines



5.5.9 Illustrative Plan

As a way of demonstrating the potential physical outcome of the strategies and intents described above, figure 5.5.9 provides an illustrative master plan for the Top of Town. The intricate nature of the precincts built form is likely to illicit a variety of responses from developers and architects meaning that the adjacent illustrative plan is likely to be rapidly superseded.

LEGEND

①

Primarily residential development ramps down in height from east to west

②

Commercial office and ancillary retail air rights development to north of Brisbane Street

③

Collection of historic buildings retained as key character elements

④

Infill development at a scale sensitive to the historic streetscape

⑤

New mid block connections created to enhance mobility between destinations

Existing Building

Indicative Development Site



Refer Detail  
Plan Figure  
5.5.11a

Figure 5.5.9 - Top of Town: Illustrative Plan





### 5.5.10 Cross Sections

In support of the illustrative master plan for the Top of Town two cross sections have been developed to describe the desired physical profile of the Key Revitalisation Area. The aim of the cross sections is to:

- Illustrate the relationship between existing buildings, new development and public space;
- Describe the desired mass and height of development in selected locations;

- Indicate the proposed three dimensional operation of the precinct; and
- Demonstrate the way in which development will be required to deal with changes in land form.

### 5.5.11 Illustrative Material

Figures 5.5.11a-5.5.11b provide an illustration of some of the intended outcomes for the Top of Town.

Figure 5.5.10a - Section AA

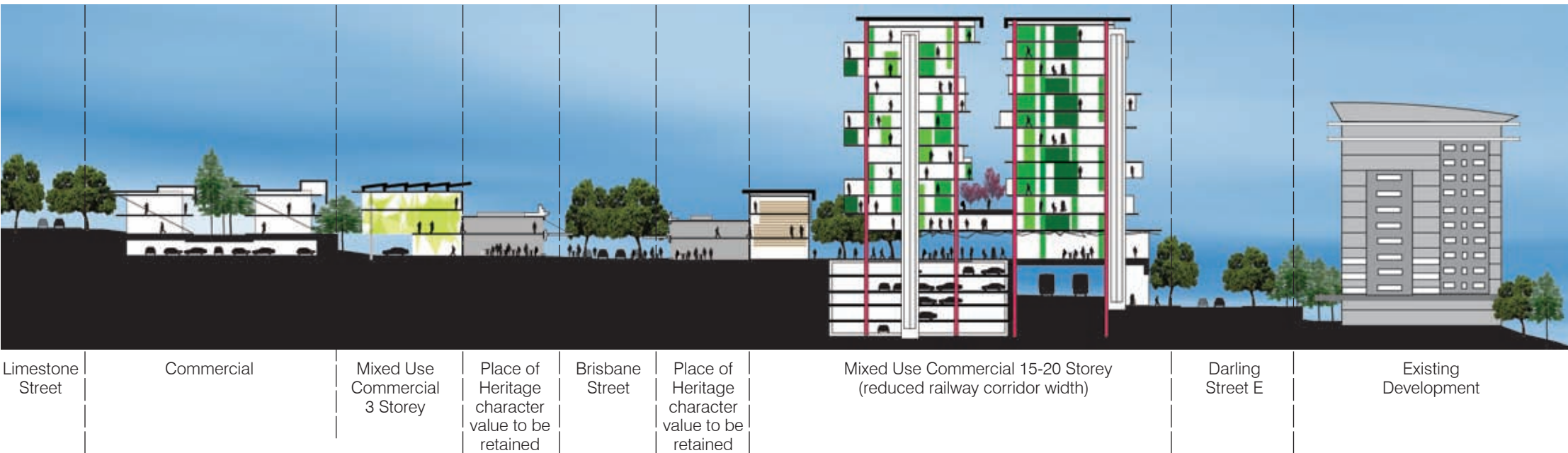
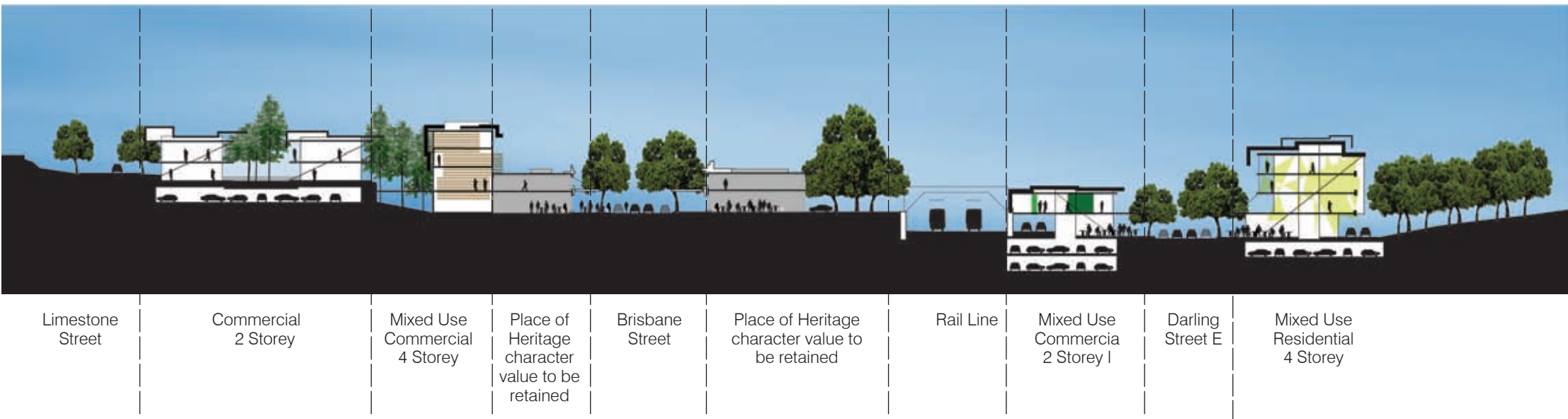


Figure 5.5.10b - Section BB



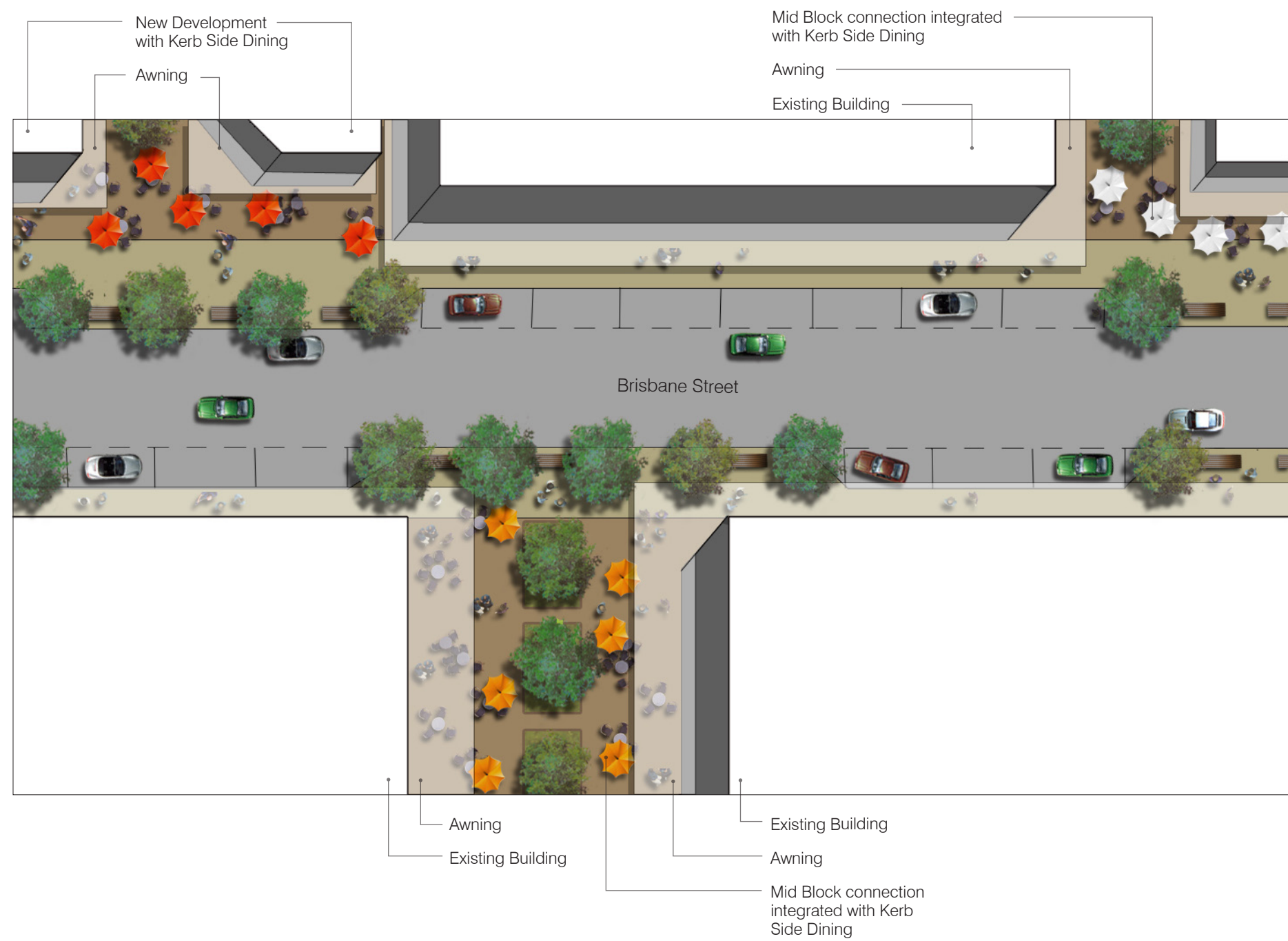


Figure 5.5.11a - Arcade and on-street dining concept plan





Figure 5.5.11b - Artist Impression - view between existing heritage buildings towards new development at the rear



## 5.6 Key Revitalisation Area 6: West Ipswich

West Ipswich is currently the inner urban “light and service industry” precinct for the centre and is characterised by generally lower scale buildings and large development blocks. The proximity of West Ipswich to the Top of Town, University Village, and Centre Core position the area to be of importance in meeting the ongoing demand for residential and employment related floorspace as the centre and region continue to grow.



Figure 5.6 - West Ipswich: Key Plan

### 5.6.1 Vision

“West Ipswich will capitalise on its relatively unconstrained development potential and the growing supply of industrial land outside of the inner centre to transform itself into an intense but low scale mixed use precinct accommodating a mixture of housing, workshop, retail and commercial development. The overall aim being to create an eclectic collision of compatible uses that come together to form a functioning urban village”.

### 5.6.2 Objectives

The objectives that have been developed to support the vision for West Ipswich are as follows:

- To gradually transition the current land use pattern from light and service industry toward a compatible mix of workshops, live work accommodation, residential development, fine grained retail, and commercial uses;
- To maintain Brisbane Street as the principal focus for activity and transit;
- To reduce the scale of the blocks in the area to encourage greater pedestrian permeability; and
- To restrict development height as a way of visually reinforcing the primacy of the Centre Core and to incrementally develop the character of an ‘urban village’ or ‘living and working quarter’.

### 5.6.3 West Ipswich Intents

The intent of the master plan is described within the following key points:

- The transition of existing land uses toward a more mixed use format with an emphasis on medium density residential, retail, small commercial offices, and live / work accommodation along the Brisbane Street Corridor;
- The transition from a mix of low density residential uses between the proposed rail alignment and Brisbane Street for workshop, clean industry, and “higher end” service industry functions. This land is affected by flooding events and is not suitable for residential development;
- The creation of a new open space area to the west of Brisbane Street which will form a spatial focus for the area and provide clearer pedestrian connections to Thomas Street station;
- Commercially dominated land uses to the south and south west of the Key Revitalisation Area;
- The protection of heritage values and buildings to the east of Brisbane Street and to the west of the railway line at Sadliers Crossing;

- The transformation of Brisbane Street into a boulevard environment as a way of improving the amenity of the public realm, assisting in the legibility of the area, and providing the primary spatial focus for the residents and business who occupy the area;
- To focus ground floor activity along the Brisbane Street boulevard corridor;
- The creation of a tree lined avenue along Hooper Street to intersect with the Brisbane Street boulevard and create a strong landscape and built gateway to West Ipswich;
- Streetscape works to improve the attractiveness of the network for walking and cycling along Clay, Tiger, and the eastern end of Keogh Street;
- The addition of a new road within the centre of the existing blocks that connects Omar Street to Clay Street, Tiger Street and Keogh Street (east of Brisbane Street) and creates a finer grid of streets;
- The creation of several new pedestrian linkages connecting currently separate streets and vastly improving access to key destinations such as Thomas Street station;
- The addition of a new road through the centre of an existing block connecting Clay Street to Tiger Street (west of Brisbane Street);
- The extension of Clay Street westward;
- Creation of a new road connecting Brisbane Street and Darling Street West;
- Creation of a new road approximately following to proposed alignment of the railway viaduct to provide servicing capacity to the workshop precinct;
- A new road linking Hooper Street to Keogh Street as a way of improving the connectivity of the existing network; and
- A new road connecting Hooper Street to Pound Street to improve pedestrian and vehicle penetration into the currently large block.

### 5.6.4 Catalytic Projects

None of the 17 catalytic project identified in the integrated strategy and action plan are directly located in West Ipswich. However, the impacts of projects in adjacent Key Revitalisation Areas, such as at the Top of Town, will have ongoing benefits for the area.



### 5.6.5 Connectivity

The first layer of design relating to West Ipswich proposes a number of interventions to improve the connectivity of the precinct and the strength of connections to the Top of Town, Denmark Hill and the University Village. Figure 5.6.5 graphically describes this approach and is supported by the following key points:

- Several new pedestrian linkages and roads have been added to West Ipswich in an attempt to reduce the scale of the blocks to encourage more intense forms of development and greater public realm connectivity; and
- The Brisbane Street boulevard will retain primacy as the main thoroughfare for all modes and as well as being the artery for the immediate area, and will form an important arrival experience for those approaching the Centre Core.

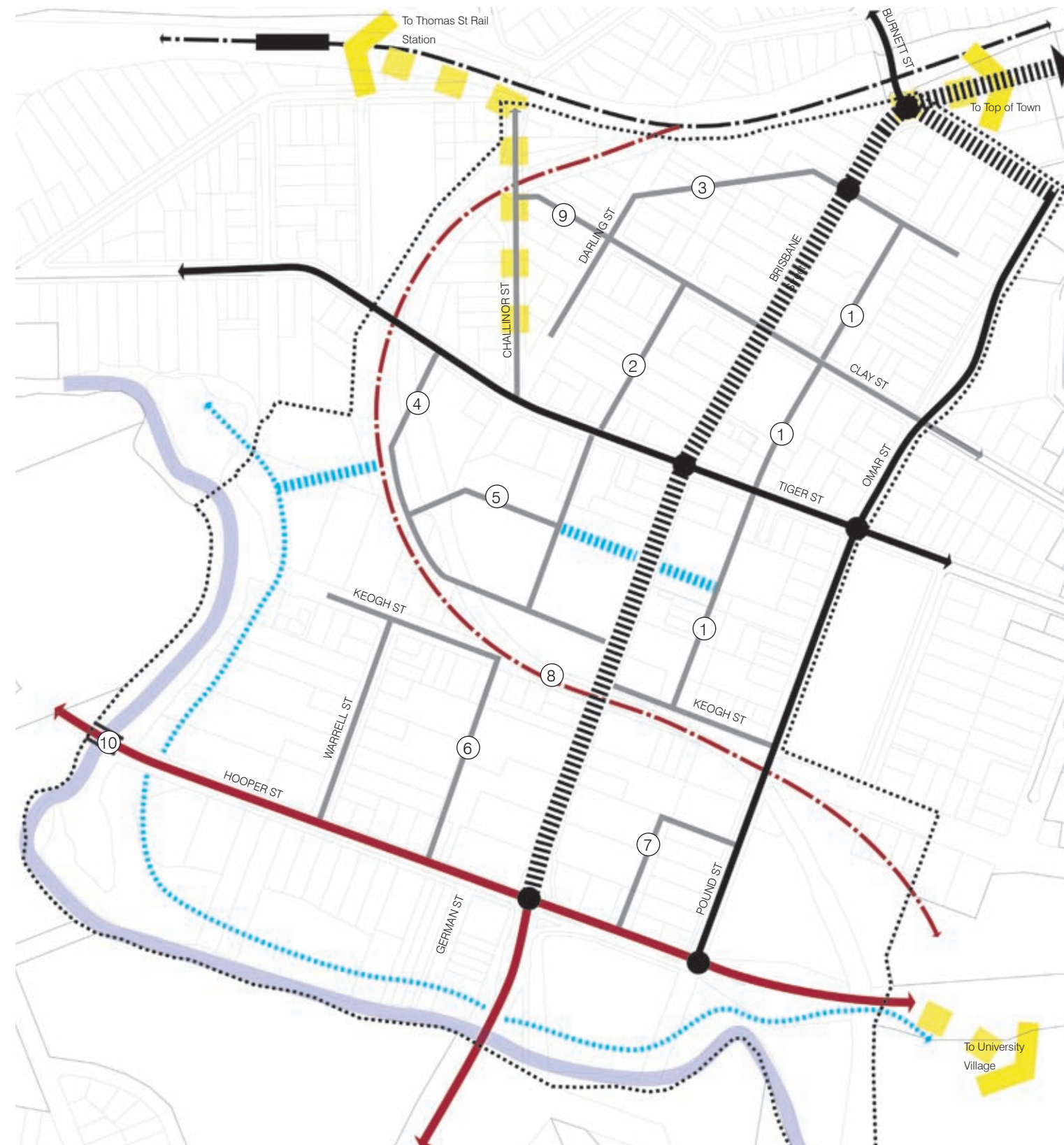
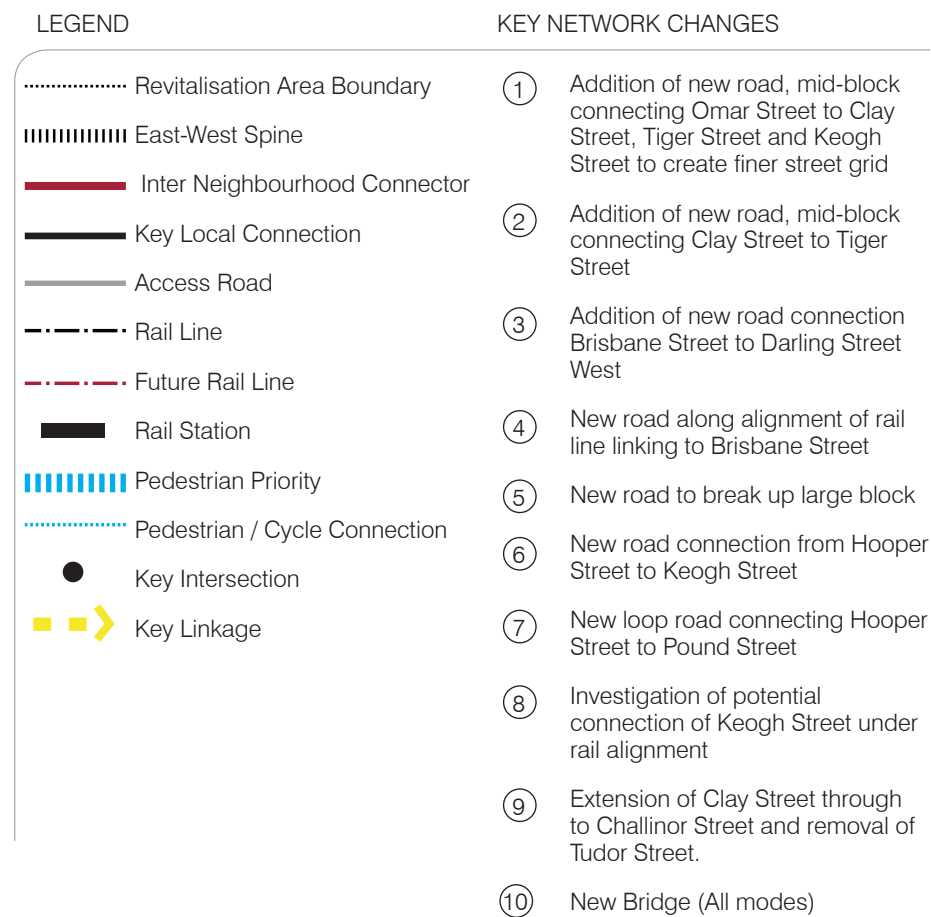


Figure 5.6.5 - West Ipswich: Connectivity















### 5.6.6 Function

The second layer of design that has been applied to West Ipswich relates to its land use function and the intensity and scale of future development in the context of the relatively unconstrained setting. Figure 5.6.6 sets out the approach to function and is supported by the following key points:

- The tallest development forms and most intense uses will occur along the Brisbane Street corridor with a gradual transition in scale and intensity to the east and west. (It should be noted that aviation approaches to Amberley greatly restrict development height in this area);
- The 'gritty' character of the area as it exists is seen to be important and as such a range of workshop, clean industry and other similar uses will occur on the flood prone land to the west of Brisbane Street. This seeks to continue the working tradition of the area and activate currently under-utilised land; and
- To balance the increase in population that will ultimately reside in West Ipswich, the master plan has identified a significant new open space area that will meet the passive recreational needs of the local community as well as better link West Ipswich to Thomas Street station.

#### LEGEND

- ..... Revitalisation Area Boundary
-  Mixed Use with Medium Density Residential Focus (3-6 storeys)
-  Medium Density Residential (3-6 storeys)
-  Commercial (1-2 storeys)
-  Workshop / Service Use (1-2 storeys)
-  Character Mixed Use
-  Character Residential (Mixed Density)
-  Public Open Space
-  Adjacent Public Open Space
-  Place of Heritage character value to be retained
-  Place of Heritage character interest to be relocated
- Q100

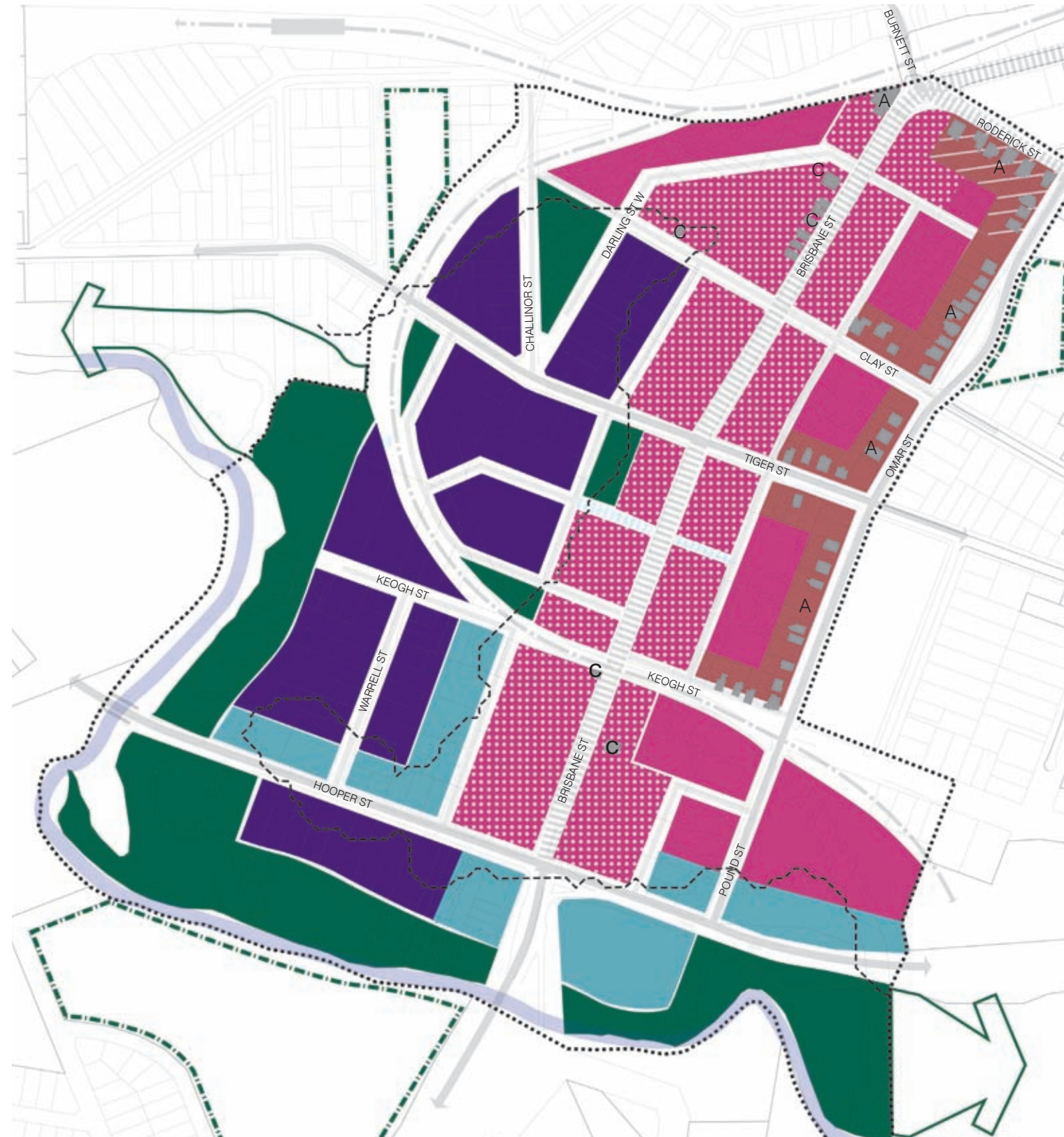


Figure 5.6.6 - West Ipswich: Function





### 5.6.7 Public Realm Structure

The third layer of design that has been applied to West Ipswich relates to its future public realm and streetscape structure. This element of the plan aims to describe the quality, interconnectedness, and level of activity associated with the boulevards, avenues, streets, and lanes that make up the precinct. Figure 5.6.7a sets out the approach to public realm and is underpinned by the following key points:

- West Ipswich will be a place of linear spatial experiences. Land uses and the intensity of development will reflect the hierarchy of the public realm network – the aim being to create a truly great shaded urban boulevard along Brisbane Street which will act as the stage for the interplay of local urban life; and
- The boulevard will be supported by attractive, but lower order street corridors in the form of avenues, streets, and laneways.

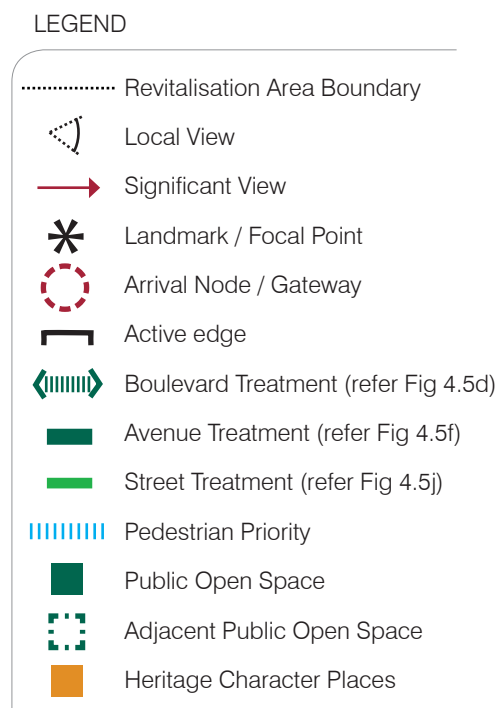


Figure 5.6.7a - West Ipswich: Public Realm Structure



Figure 5.6.7b - West Ipswich Streetscape : Brisbane Street aa  
(refer Figure 5.6.8 for reference)



### 5.6.8 West Ipswich Design Guidelines

In addition to the broad design guidance set out in Section 4.9 and the cross sectional information in Section 5.6.10, this section provides design guidance specific to West Ipswich and focuses on:

- Building Setbacks including podium provisions;
- The performance of Street Frontages of new buildings;
- Preferred Car parking Solutions; and
- Key local views that should be retained and enhanced.

Figure 5.6.8 demonstrates the approach to these issues for West Ipswich and is explored further below.

#### Setbacks

West Ipswich is a relatively unconstrained area for new development as the master plan seeks a transition of land uses from largely light industry to a more eclectic mix of residential, live / work/ workshop and clean industry uses. The Brisbane Street corridor will be the most urban streetscape experience within the area and as such new development should adopt a zero frontage setback to assist in reinforcing the intended boulevard character. In streets surrounding Brisbane Street a diminishing level of setback intensity has been adopted as a transition to existing residential and character areas.

Podiums are unlikely to be required, but where appropriate to achieve feasible development outcomes development on podiums should be setback to reinforce the lower scale character of the area.

#### Frontage Performance

Whilst not as 'urban' as the Centre Core, or as intimate as the Top of Town, West Ipswich will still require all buildings to strongly front the street, providing a clear delineation between the public and private realm. All servicing is to be from beneath or behind the building. Awnings are an important aspect of the sub-tropical urban environment and will be required along main thoroughfares and in particular along Brisbane Street and those streets linking it to Thomas Street Station.

#### Car Parking Solutions

All new development at the West Ipswich will be required to meet its statutory car-parking requirement within the boundary of the site through either:

- Centre block parking courts as either private or managed communal resources;
- Underground or basement car parking utilising a discreet entrance that does not dominate the street frontage; and
- Podium parking is not preferred, however if it is seen to be the only practical solution, the ground floor is to be sleeved for at least 90% of its frontage in retail, or commercial and residential foyers. For this solution to be acceptable the façade treatment of the parking podium will need to be of an exceptional design standard.

Exposed at grade parking courts will not be accepted at West Ipswich except within the industry and workshop precinct to the west of the area which may require more open servicing access.

#### Views

The approach to West Ipswich from the South is effectively a gateway to the city and development and landscape should provide a strong visual experience that emphasises a sense of arrival. Linear views eastward toward Denmark hill are an important orienting device and should not be adversely impacted upon by new development.



# LEGEND

- Awning
- Primary Frontage
- Views protected / created

## Development Setbacks

- 0m
- 2m
- 4m
- Other (to achieve master plan intent)

## Podium Setbacks

- 5m
- 7.5m
- 10m



Figure 5.6.8 - West Ipswich: Design Guidelines

1:4000  
0 40 80 120 160 2000m







### 5.6.9 Illustrative Plan

As a way of demonstrating the potential physical outcome of the strategies and intents described above, figure 5.6.9 provides an illustrative master plan for West Ipswich and is demonstrative of one of many acceptable outcomes.

### 5.6.10 Cross Sections

In support of the illustrative master plan for West Ipswich two cross sections have been developed to describe the desired physical profile of the Key Revitalisation Area. The aim of the cross sections is to:

- Illustrate the relationship between existing buildings, new development and public space;
- Describe the desired mass and height of development in selected locations;
- Indicate the proposed three dimensional operation of the precinct; and
- Demonstrate the way in which development will be required to deal with changes in land form.

### 5.6.11 Illustrative Material

Figure 5.6.11 provides a three dimensional representation of the intended outcomes for Brisbane Street at West Ipswich.

Figure 5.6.10a - Section AA

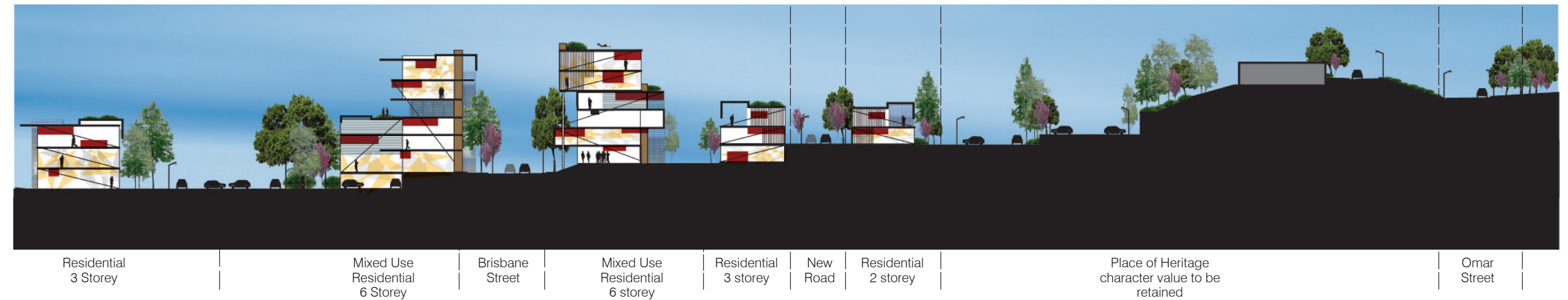




Figure 5.6.10b - Section BB



Figure 5.6.10c - Section CC

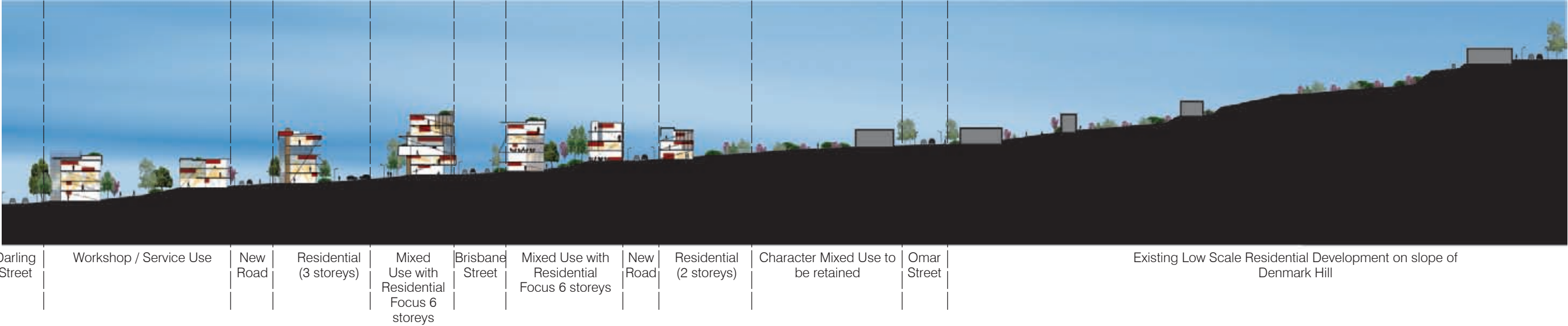






Figure 5.6.11 - Looking south along Brisbane Street Boulevard demonstrating mixed use development up to 6 storeys.



## 5.7 Key Revitalisation Area 7: North Ipswich Railway Yards

The historic North Ipswich Railway Yards represent a truly outstanding opportunity to create a regionally significant precinct, in proximity to the heart of the city. The extremely attractive workshop buildings, established and world famous rail museum, available land, and a riverside setting make this Key Revitalisation Area a logical place for investment and change.

The North Ipswich Railway Yards have been identified as requiring a more detailed master plan (refer Section 5.7.4) to act as a catalyst for their regeneration. Therefore, the primary purpose of this section of this master plan is to cement a number of important design principles that should be carried forward by any subsequent master planning activity.

### 5.7.1 Vision

“The North Ipswich Railway Yards at North Ipswich will continue to reinforce its already established tourism role and supplement this with high quality development that retains the functionality of the site, unlocks the rivers edge, capitalises on the truly unique setting, and attracts uses that activate the currently under-utilised workshop buildings.”



Figure 5.8 - North Ipswich Railway Yards: Key Plan

### 5.7.2 Objectives

The objectives for the North Ipswich Railway Yards Key Revitalisation Area are:

- To retain the functionality and operability of the site as a working railway yard. This is seen to be critically important to the long term sustainability of the museum and also offers opportunities to establish a tourism rail connection between the workshops and the Centre Core;
- Improve connections between the North Ipswich Railway Yards and The Terrace, Centre Core and other proximate destinations;
- To unlock excess land for development, particularly where it improves access to the Bremer River and creates land use synergies with the current tourism focus; and
- To ensure that the opportunity to create a truly unique and coherent place is not missed by engaging in piecemeal or inappropriately scaled development.

### 5.7.3 North Ipswich Railway Yards Intents

The intention of the master plan is to ensure that the following key actions and initiatives are secured as the basis for the revitalisation of the area:

- The extension of Lawrence Street eastward across the rail line, and then northward along the edge of site and the river to eventually connect to W.M Hughes Street in the north. This is the primary device by which the development potential of the site will be released. A number of alignment options for this route exist however the principle of creating an access loop around the site should be maintained;
- The creation of two new loop roads off the main route described above will assist in servicing and improving the pedestrian and vehicular permeability of the site;
- The extension of Colvin Street northward to meet the proposed extension to Lawrence Street will add network capacity and ‘complete’ the North Ipswich grid;
- The retention of existing, and securing of future, space requirements for the operation of the museum;
- The implementation of a sensitively designed complex of new buildings to the north of the workshops that will accommodate a mix of special uses. These might include food markets, events spaces, entertainment and tourism uses;
- To develop a medium to high density residential precinct fronting W.M Hughes Street and providing some of the population required to activate the precinct at all times of day;
- The development of high quality and high density residential development in two distinct sub precincts to the south of the site, these will enjoy good access to the riverfront and will also include small elements of retail and commercial development to assist in activating the river corridor;

- The creation of a small but intense commercial precinct to the very south of the area which will form a land use transition from the commercially and retail dominated uses associated with Riverlink;
- Ensuring that the major new access road into the site is in the form of an attractive esplanade providing much improved access to the river corridor for residents and visitors to the area;
- The creation of a series of public courtyards and plazas in amongst the historic workshop complex; and
- The delivery of a new pedestrian and cycle bridge between Hume Street and Canning Street.

### 5.7.4 Catalytic Projects

The Integrated Strategy and Action Plan identifies 17 catalytic projects that, once implemented, will propel investment and development activity within the centre. These are largely centred on the Centre Core but in the context of the North Ipswich Railway Yards include:

**Catalytic Project 4:** Build a North Ipswich to Brassall Pedestrian and Cycle Bridge and associated pathway network;

**Catalytic Project 10:** Initiate a regular, continuous north south public transport service along a transit axis / spine from the future University rail station to the North Ipswich Railway Workshops, through the traditional centre core and bus/ rail interchange. In the shorter term, this should coordinate with a radial bus service (this may require bus priority treatment at congested intersections); and

**Catalytic Project 15:** Develop a detailed precinct plan exploring potential and compatible options for the North Ipswich Railway yards, including Queensland Rail, Leda and Queensland Museum lands.



### 5.7.5 Connectivity

The first layer of design relating to the North Ipswich Railway Yards proposes a number of design interventions to improve the connectivity of precinct and the strength of connections to The Terrace, river corridor and the Centre Core. Figure 5.7.5 graphically describes this approach and is supported by the following key points:

- To link the site more strongly to the proposed north south transit spine as a key step in improving local and regional access to the site;
- To introduce a new esplanade that releases the riverfront for parkland and recreational activity and enables the development of land not required for railway operations; and
- To facilitate improved pedestrian and cycle connectivity through the provision of a new bridge between Hume Street and Canning Street.

### 5.7.6 Function

The second layer of design that has been applied to the North Ipswich Railway Yards relates to its land use function and the intensity and scale of future development in the context of the heritage and operationally constrained setting. Figure 5.7.6 sets out the approach to function and is supported by the following key aims:

- To ensure the long term viability of the museum;
- To celebrate and reinforce the unique attributes of the site by encouraging complementary entertainment, tourism, community or retail uses to the north of the historic complex; and
- To improve public access to the river and its surveillance by allowing for residential development to occur to the very south and very north of the site.

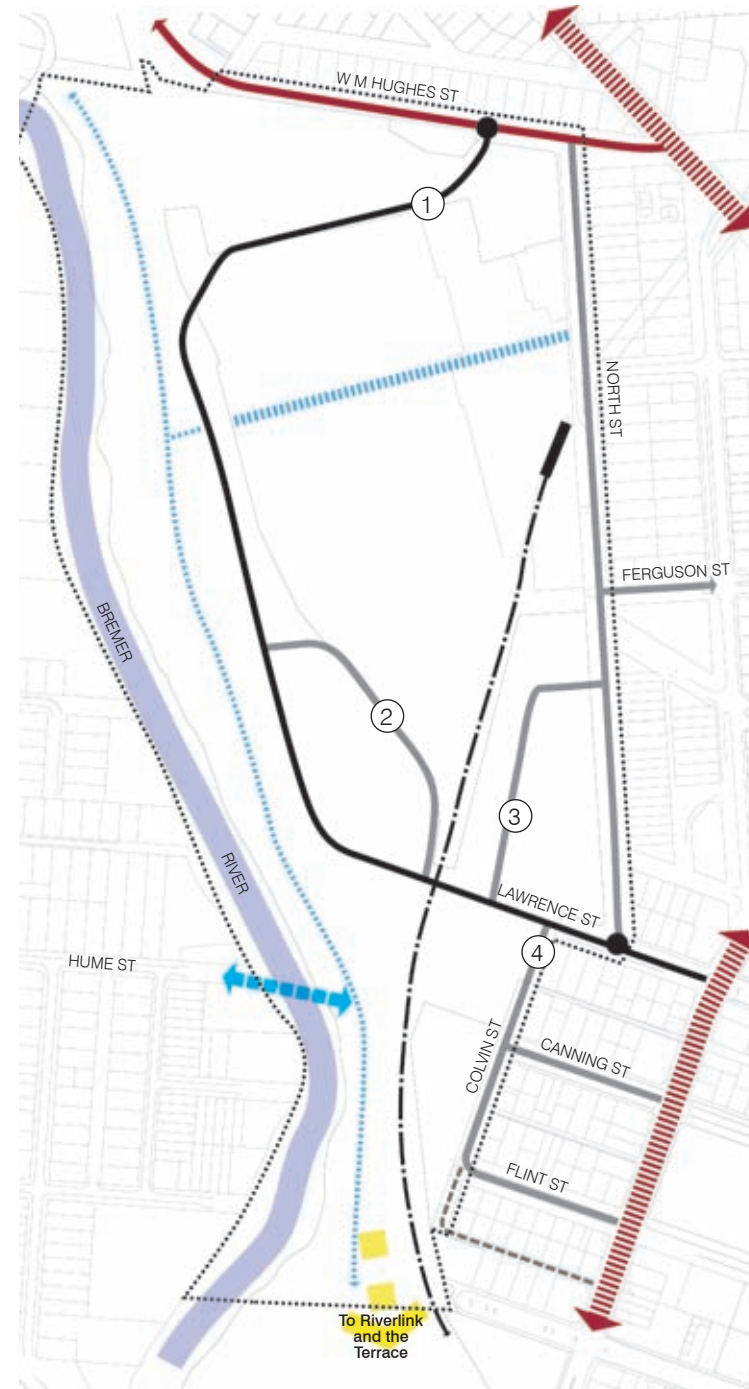
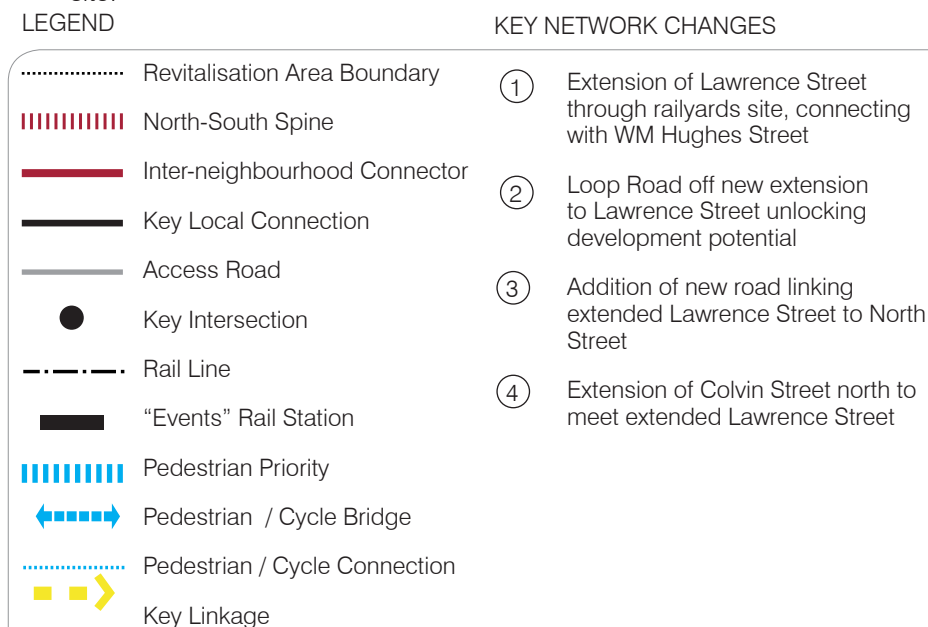


Figure 5.7.5 - North Ipswich Railyards: Connectivity

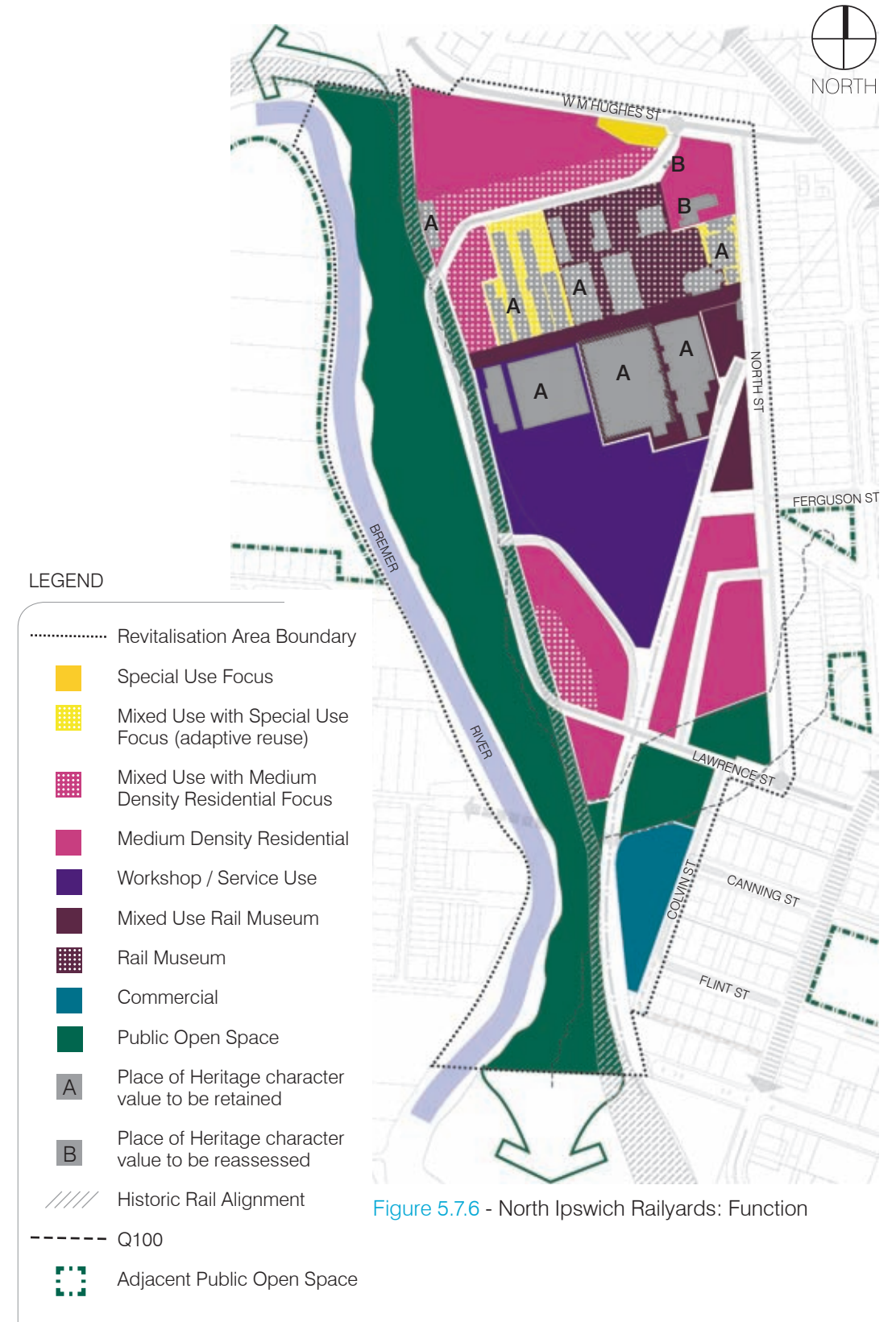


Figure 5.7.6 - North Ipswich Railyards: Function



5.7.7 Public Realm Structure

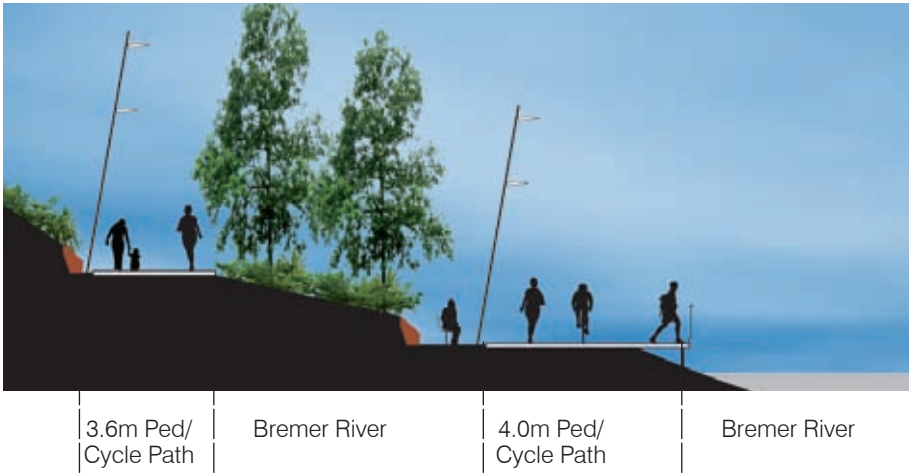
The third layer of design that has been applied to the North Ipswich Railway Yards relates to its future public realm structure. Figure 5.7.7a sets out the approach to public realm and is underpinned by the following key points:

- The desire to open the ‘transverser’ corridor (or part thereof) to the public as a key connection to the river and as the main organising spine for the area;
- To utilise the residual spaces amongst the orthogonally organised workshops for a system of new plazas and walkways; and
- To attract people to the rivers edge along the proposed esplanade that is intended to form an attractive ‘parkway’ edge to the site.

Figure 5.7.8b - Typical River Edge Pedestrian / Cycle Path



Figure 5.7.8c - Typical Path/ Boardwalk over Bremer River



LEGEND

- ..... Revitalisation Area Boundary
- Local View
- Significant View
- Landmark / Focal Point
- Arrival Node / Gateway
- Active edge
- Esplanade Treatment (refer Fig 4.5h)
- Avenue Treatment (refer Fig 4.5f)
- Street Treatment (refer Fig 4.5j)
- Pedestrian Priority
- Public Open Space
- Adjacent Public Open Space
- Heritage Buildings/Places
- Historic Rail Alignment



Figure 5.7.7a - North Ipswich Railways: Public Realm Structure





### 5.7.8 North Ipswich Railway Yards Design Guidelines

In addition to the broad design guidance set out in section 4.9 and the cross sectional information in section 5.5.10, this section provides design guidance specific to the North Ipswich Railway Yards and focuses on:

- Building Setbacks including podium provisions;
- The performance of Street Frontages of new buildings;
- Preferred Car parking Solutions; and
- Key local views that should be retained and enhanced.

Figure 5.5.8 demonstrates the approach to these issues for the North Ipswich Railway Yards and is further explored in the sections that follow.

#### Setbacks

Setbacks at the North Ipswich Railway Yards differ significantly from those anywhere else in the master plan as they are contingent on respecting views to, and the curtilage of, the architecture of the workshop buildings. As a result, diagram 5.5.8 provides some broad guidance in relation to setbacks but will ultimately be tested and developed further through ongoing master planning and consultation work.

Podiums may be required to unlock some of the parcels to the south of the area. Building forms on podiums should be primarily setback from the river corridor.

#### Frontage Performance

Buildings fronting key linear spaces to the north of the railway workshops, and those overlooking the river corridor should provide

#### Car Parking Solutions

All new development at the North Ipswich Railyards will be required to meet its statutory carparking requirement within the boundary of the site through either:

- Centre block parking courts as either private or managed communal resources;
- Underground or basement car parking utilising a discreet entrance that does not dominate the street frontage or;
- Exposed at grade parking courts are likely to continue to be required to service the museum and other uses within the historic complex. New development sites will be required to enclose or conceal their parking requirements.

#### Views

The primary visual axis runs broadly east west along the alignment of the transverser and should be protected from the intrusion of new development. Panoramic views along W.M. Hughes Street of the historic complex will also need to be carefully considered in process of designing any new development to the north of the workshops.



Figure 5.7.8 - North Ipswich Railyards: Design Guidelines





Figure 5.7.9 - Railway Yards: Illustrative Plan

### 5.7.9 Illustrative Plan

As a way of demonstrating the potential physical outcome of the strategies and intents described above, figure 5.7.9 provides an illustrative master plan for the North Ipswich Railway Yards and is demonstrative of one of many acceptable outcomes. It is important to note that further and more detailed master planning activity is likely to occur for the site and that this plan is a demonstration of design intent based on our current knowledge.

### 5.7.10 Cross Sections

In support of the illustrative master plan for the North Ipswich Railway Yards one cross section has been developed to describe the desired physical profile of the Key Revitalisation Area. The aim of the cross sections is to:

- Illustrate the relationship between existing buildings, new development and public space;
- Describe the desired mass and height of development in selected locations;
- Indicate the proposed three dimensional operation of the precinct; and
- Demonstrate the way in which development will be required to deal with changes in landform.

### 5.7.11 Illustrative Material

Figures 5.7.11 provides a three dimensional representation of the intended outcomes for the North Ipswich Railway Yards.

#### LEGEND

- ① Residential Development
- ② Culvert/Bridge through gully
- ③ Riverheart Parklands Future Stage
- ④ Expanded Railyards Museum
- ⑤ Transverser spine retained as key organising axis
- ⑥ New development "mixed use village" animates the northern end of the railyards and provides opportunities for events and tourism
- ⑦ A network of new civic spaces preserves the setting of the historical workshops and provides spaces for crafts
- ⑧ High density mixed use development activates river corridor
- ⑨ Pedestrian and cycle bridge connection between Canning Street and Hume Street
- Existing Building
- Indicative Development Site



Figure 5.7.10a - Section AA

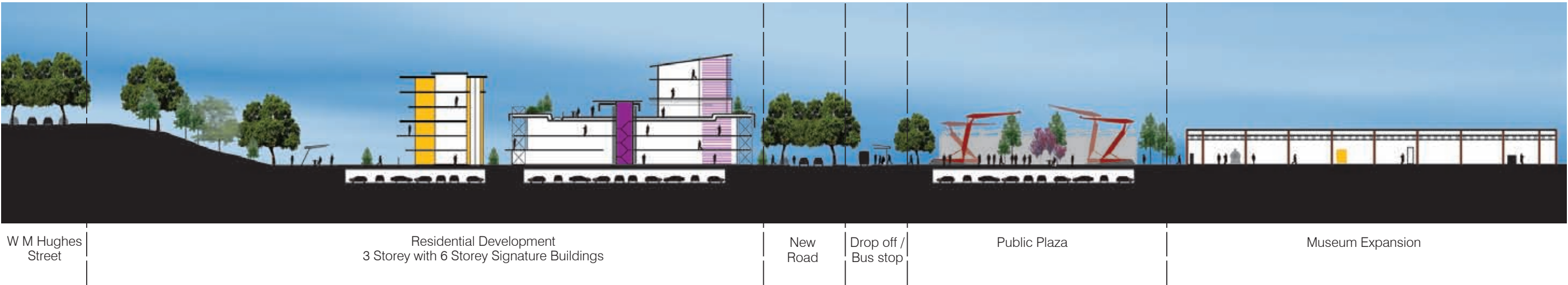


Figure 5.7.10b - Section BB

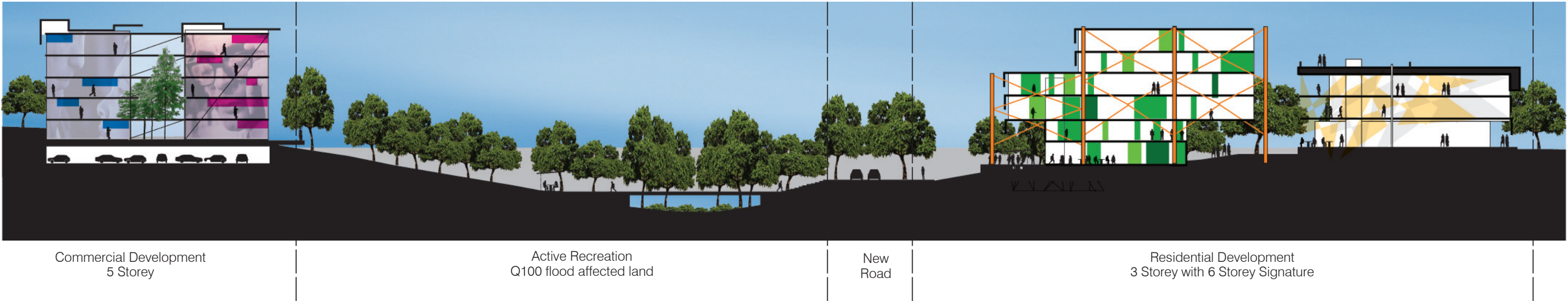


Figure 5.7.10c - Section CC

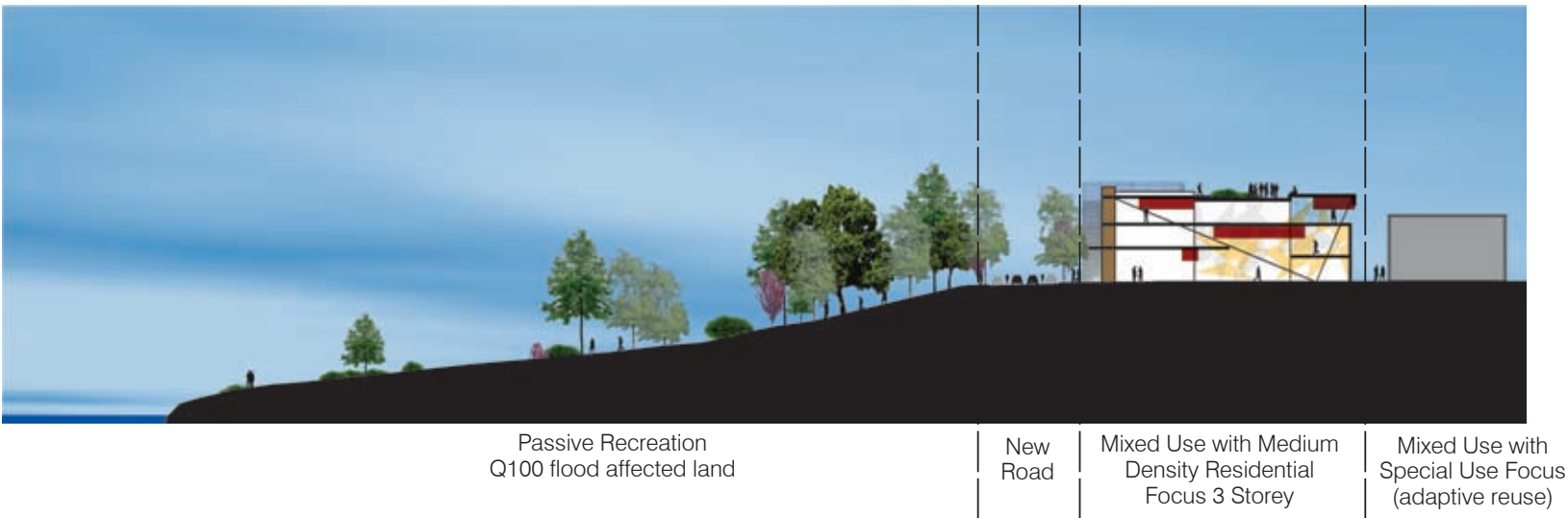






Figure 5.7.11 - View south from WM Hughes Street towards civic plaza



## 5.8 Key Revitalisation Area 8: University Village

The University of Queensland Ipswich Campus is the primary centre for further education in the city. The campus has been built around, and has re-used, a complex of important heritage buildings. The University offers, due to its setting and curriculum, opportunities to develop a village of synergistic uses quite likely to be based around health and sport.

### 5.8.1 Vision

“The University Village will become the thriving centre for education, health and sporting related activities. The existing campus will capitalise on its position beside a new rail station to form the link between the redevelopment of the showgrounds for a regional hospital to the east (probable) and the creation of a major new sports stadium precinct (possible) to the west. The University Village will become increasingly compact in form and house a rich array of education, research, residential and allied commercial activity that makes it thriving and exciting place to work, live and play.”



Figure 5.8 - University Village: Key Plan

### 5.8.2 Objectives

The objectives that have been formulated to underpin this vision and that, in broad terms, explain the rationale for the master plan are:

- To capitalise on the proposed new rail station as a main point of arrival to the campus and other precincts within the village;
- To establish a number of clear pedestrian and cycle ‘spines’ that form the primary organising devices for new development within the area;
- To encourage more compact and intense forms of development on the showgrounds site to ensure that the impact of the synergies with the university are not diluted; and
- To explore the possibility of developing a new multi sports and mixed-use stadium complex (refer Section 4.10.4).

### 5.8.3 University Village Intents

The intents that describe the key features of the master plan are as follows:

- To maintain the immediate setting to the heritage buildings of the campus;
- To focus the development of the precinct around a central and publicly accessible spine that terminates at the proposed rail station;
- To bring the ‘north south transit spine’ into the area to improve its connectivity with the Centre Core and provide interchange facilities with the proposed rail station;
- To ensure that public access from the University Village toward the upper reaches of the Bremer River is secured;
- To encourage the development of three (possibly four) distinct precincts in the university, the proposed regional hospital, a mixed-use development area including housing, and the possible sports stadium;
- The extension of Salisbury Road westward to connect the university village to West Ipswich and facilitate the creation of the inter-neighbourhood connector;
- To create a new access point from Salisbury Road into the showgrounds site as a way of unlocking its potential for redevelopment and reducing reliance on the university road system for servicing;
- The implementation of a new road linking ‘the crescent’ to Parker Avenue;
- To create a fine mesh of public spaces and throughout the university village that provide a comfortable and attractive pedestrian experience; and
- To implement a north south “green spine” that provides a ‘heart’ to the precinct and some separation between the historic university complex and the contemporary hospital campus.

### 5.8.4 Catalytic Projects

The catalytic projects that have been identified within the Integrated Strategy and Action Plan and that will assist in bringing forward change within the University Village Key Revitalisation Area are:

**Catalytic Project 10:** Initiate a regular, continuous north south public transport service along a transit axis / spine from the future University rail station to the North Ipswich Railway Workshops, through the traditional centre core and bus/rail interchange. In the shorter term, this should coordinate with a radial bus service (this may require bus priority treatment at congested intersections); and

**Catalytic Project 16:** Secure the future of the Ipswich Public Hospital and proposed Health Hubs in the Ipswich Regional Centre and their relationship to the existing CBD Medical services precinct.



5.8.5 Connectivity

The first layer of design relating to the University Village proposes a number of design interventions to improve the connectivity of precinct and strengthen its connections to the Centre Core and West Ipswich. Figure 5.8.5 graphically describes this approach.

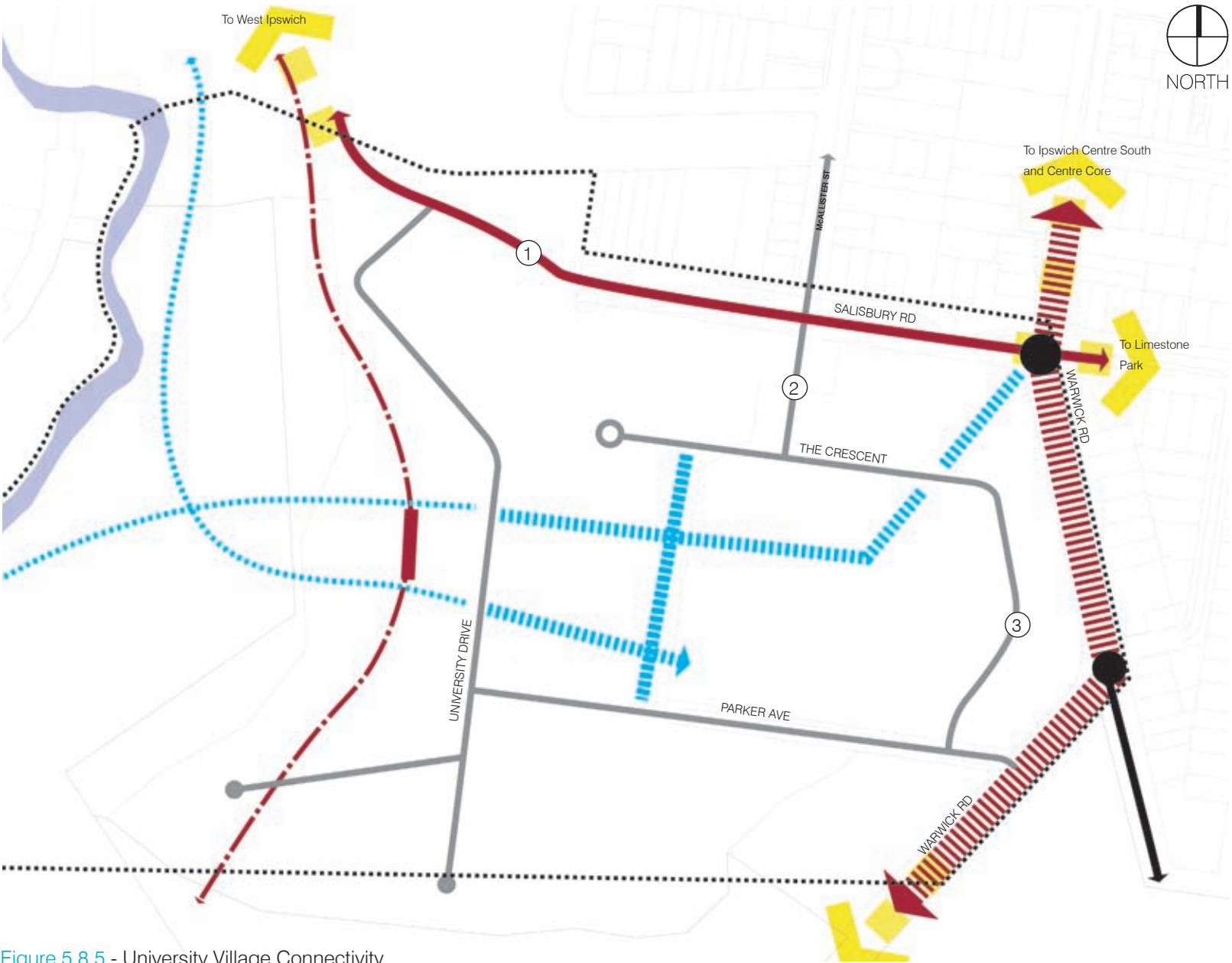


Figure 5.8.5 - University Village Connectivity

LEGEND		KEY NETWORK CHANGES
..... Revitalisation Area Boundary	- - - - - Future Rail Line	① Extension of Salisbury Road through to Moffat Street as part of Inter-neighbourhood connector
North-South Spine	■ Future Rail Station	② New access road connection
— Inter-neighbourhood Connector	Pedestrian Priority	③ Addition of new road linking The Crescent through to Parker Avenue
— Access Road	..... Pedestrian / Cycle Connection	
● Key Intersection	■ ■ ■ Key Linkage	
■ Key Bus Stop		



### 5.8.6 Function

The second layer of design that has been applied to the University Village relates to its land use function and the intensity and scale of future development. Figure 5.8.6 sets out the approach to function.

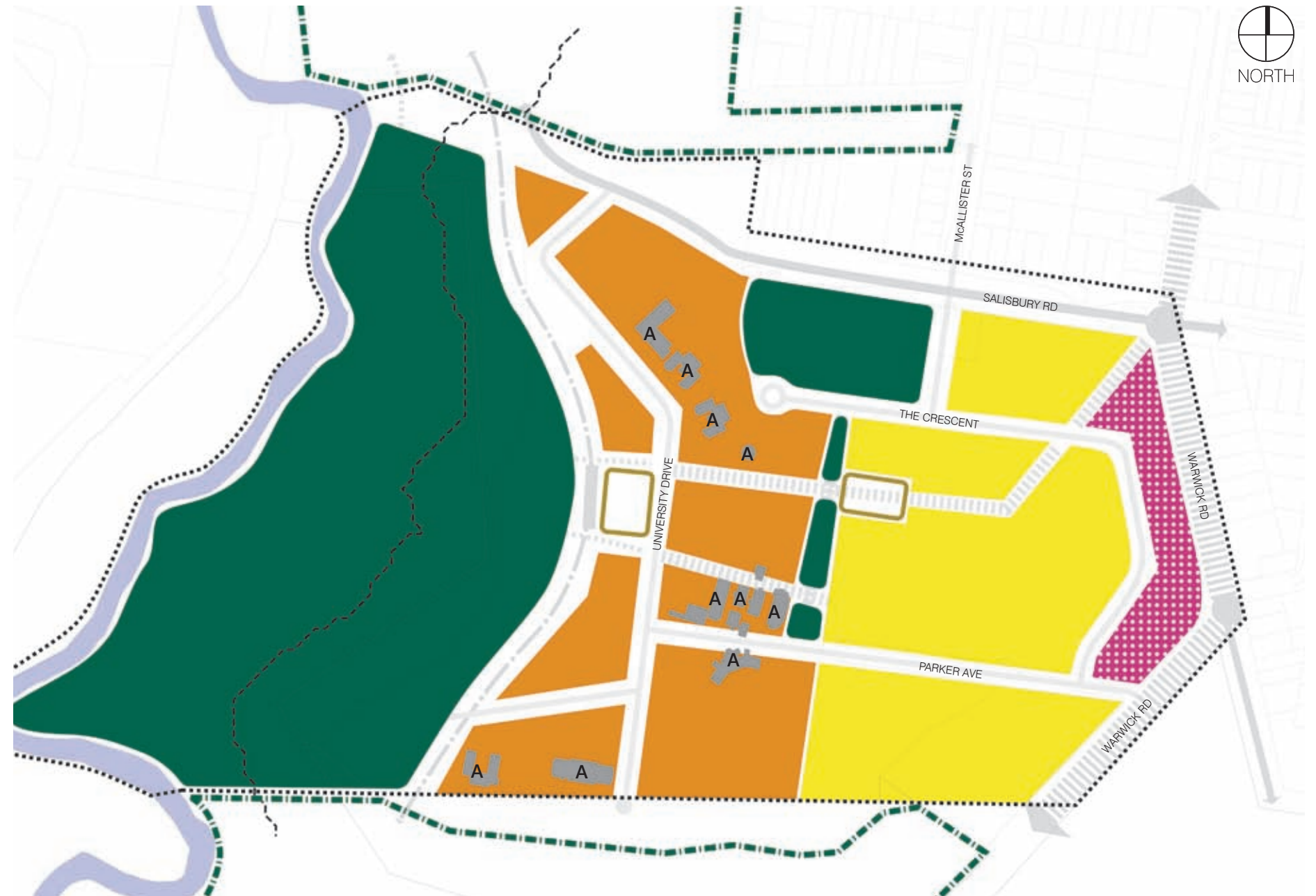
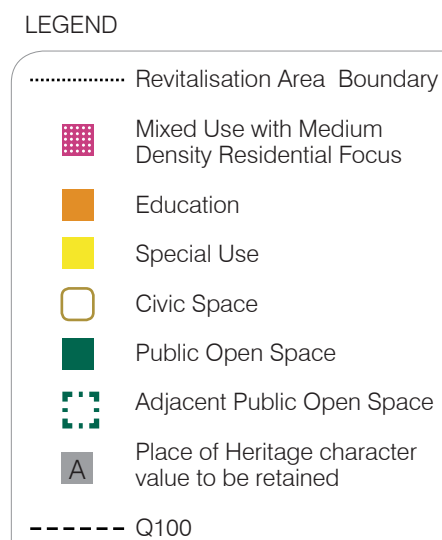


Figure 5.8.6 - University Village: Function



5.8.7 Public Realm Structure

The third layer of design that has been applied to the University Village relates to its future public realm and streetscape structure. This element of the plan aims to describe the quality, interconnectedness, and level of activity associated with the boulevard, avenues, streets, squares, parks, and pedestrian spines that make up the precinct. Figure 5.8.7 sets out the approach to public realm.

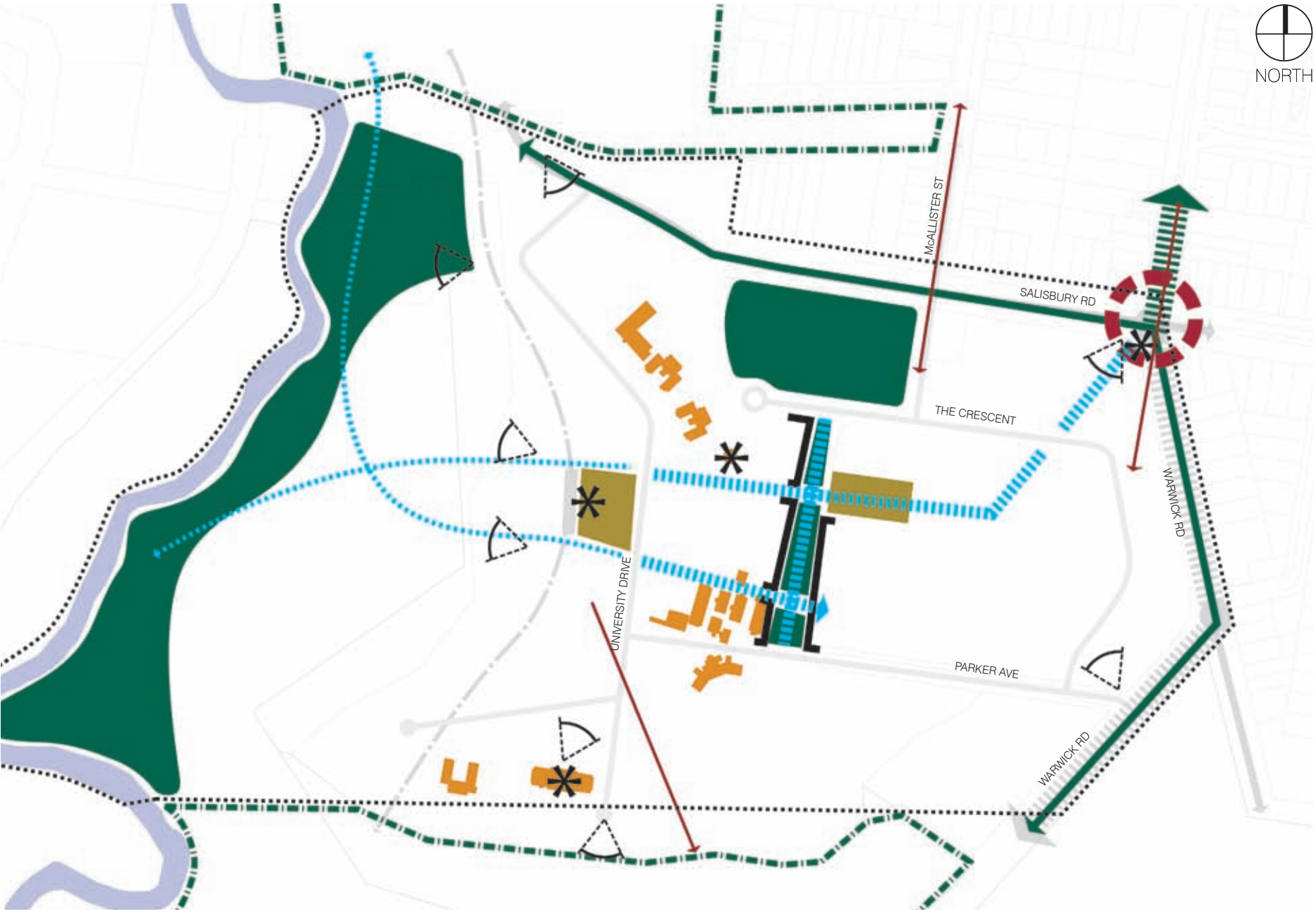
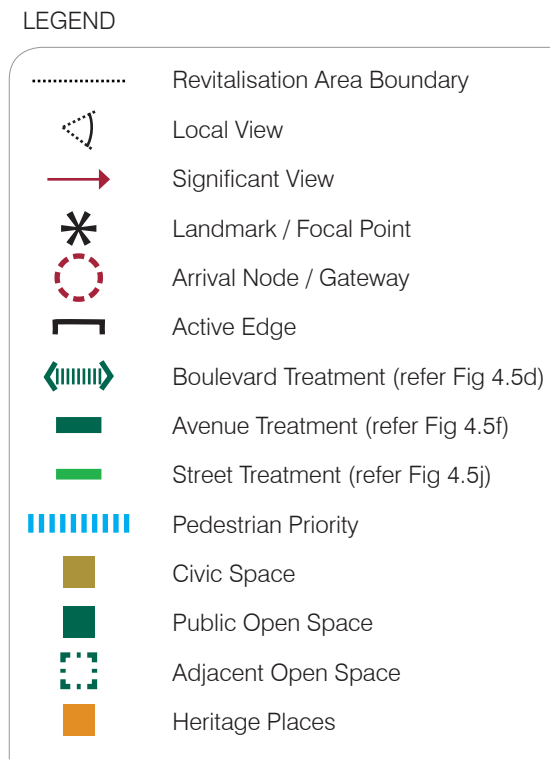


Figure 5.8.7 - University Village: Public Realm Structure

### 5.8.8 University Village Design Guidelines

In addition to the broad design guidance set out in Section 4.9 and the cross sectional information in Section 5.8.10, this section provides design guidance specific to the University Village and focuses on:

- Building Setbacks including podium provisions;
- The performance of Street Frontages of new buildings;
- Preferred Car parking Solutions; and
- Key local views that should be retained and enhanced.

Figure 5.8.8 demonstrates the approach to these issues for the University Village and includes the points highlighted below.

#### Setbacks

Given the campus nature of the university village allotment boundary setbacks are not particularly relevant. However, in the interests of achieving a better public realm and urban design outcome the following objectives should be met by new development:

- Frame, along a consistent alignment, the proposed pedestrian and cycle spine connecting the rail station with Warwick road;
- Ensure development fronting Warwick Road, Salisbury Road, and Parker Avenue are consistently setback to provide a coherent streetscape environment; and
- Give sufficient 'breathing space' to the heritage listed buildings that form the current campus.

#### Frontage Performance

Whilst not as 'urban' as the other key revitalisation areas, the University Village will still require all buildings to strongly front the proposed network of streets with the aim of providing a clear delineation between the public and private realm. All servicing is to be from beneath or behind the building. Awnings are an important aspect of the sub-tropical urban environment and will be required along main thoroughfares and in particular along the spine connecting Warwick Road to the Station.

#### Car Parking Solutions

All new development at the West Ipswich will be required to meet its statutory car-parking requirement within the boundary of the site through either:

- Centre block parking courts as either private or managed communal resources; or
- Underground or basement car parking utilising a discreet entrance that does not dominate the street frontage.

#### Views

The relationship between the campus complex and its landscape setting is an important part of the current experience of the place. Future development should continue to try to provide a similar balance between landscape and built form but will be of a more urban nature in itself. In particular, should it be deemed feasible and appropriate, the stadium to the west of the area should be sited and utilise existing topography to avoid blocking views to and from the campus.



Figure 5.8.8 - University Village: Design Guidelines



LEGEND

- ① New multi-sports stadium adjacent to rail station on the Sandy Gallop golf course (subject to feasibility)
- ② Pedestrian and cycle spine as key organising device for area
- Possible regional hospital site including synergistic research and office uses
- ④ Mixed use village supports wider campus and activates Warwick Road corridor
- Existing Building
- Indicative Development Site

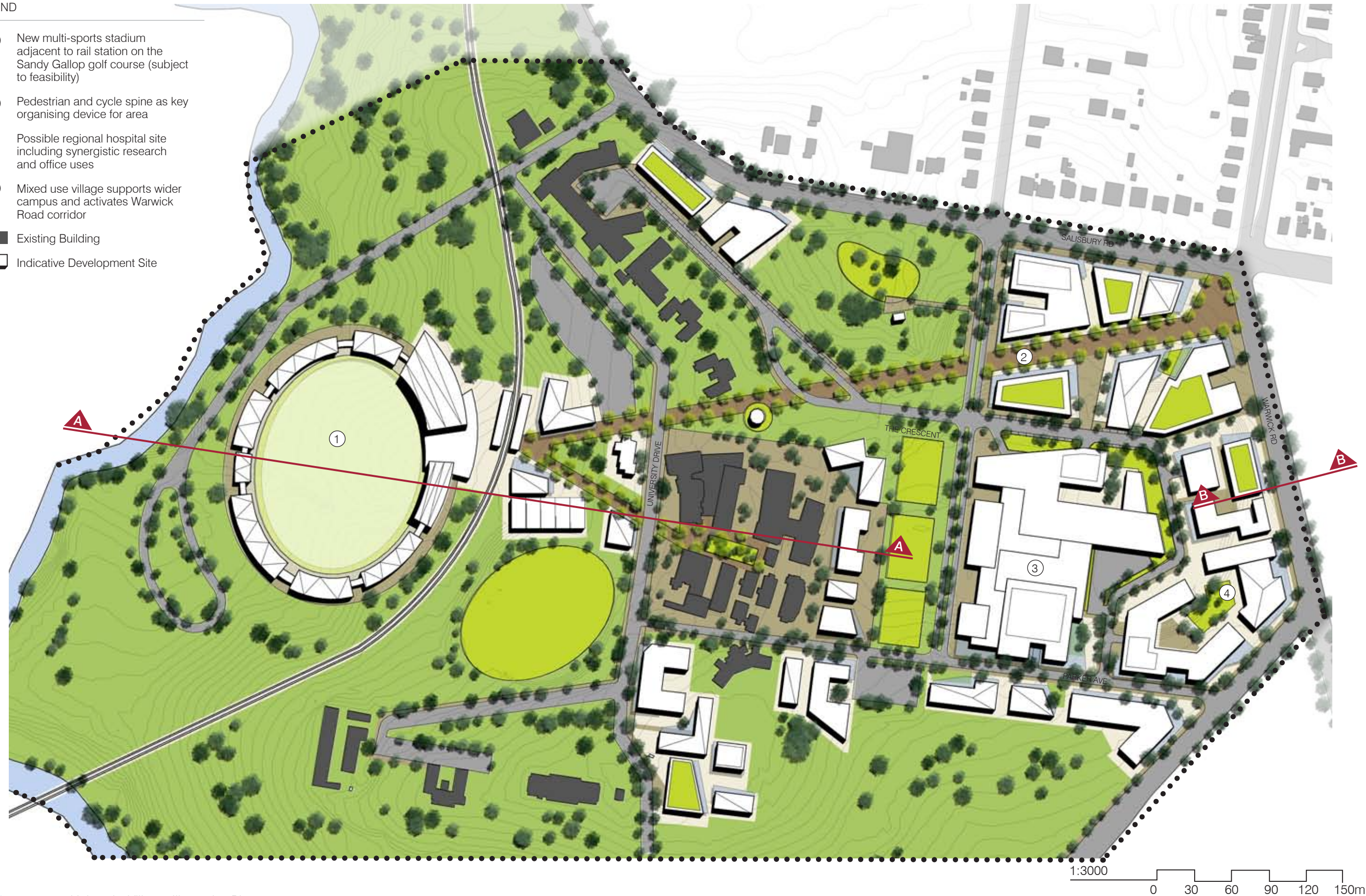


Figure 5.8.9 - University Village: Illustrative Plan



### 5.8.9 Illustrative Plan

As a way of demonstrating the potential physical outcome of the strategies and intents described above, Figure 5.8.9 provides an illustrative master plan for the University Village. An alternative scenario demonstrating the capacity of the area for a new multi function sports stadium is set out in Section 5.8.12 and further explained in section 4.10.2.

### 5.8.10 Cross Sections

In support of the illustrative master plan for the University Village two cross sections have been developed to describe the desired physical profile of the Key Revitalisation Area. The aim of these cross sections is to:

- Illustrate the relationship between existing buildings, new development and public space;
- Describe the desired mass and height of development in selected locations;
- Indicate the proposed three dimensional operation of the precinct; and
- Demonstrate the way in which development will be required to deal with changes in landform.

### 5.8.11 Alternate Scenario

During the process of design development, and in particular based on comments raised subsequent to the Enquiry by Design Process, it has become apparent that the Sandy Gallop Golf Course land has the potential to accommodate a multi sports stadium.

Figure 5.8.11 demonstrates conceptually how a stadium complex might be developed adjacent to the university should it be determined to be feasible. The benefits and dis-benefits of this approach are explored in Section 4.10.4.



Figure 5.8.11 - University Village: Alternate Scenario

#### LEGEND

..... Revitalisation Area Boundary	Public Open Space
Mixed Use with Medium Density Residential Focus (3-6 storeys)	Adjacent Public Open Space
Education	Place of Heritage character value to be retained
Special Use	Q100
Civic Space	



Figure 5.8.10a - Section AA

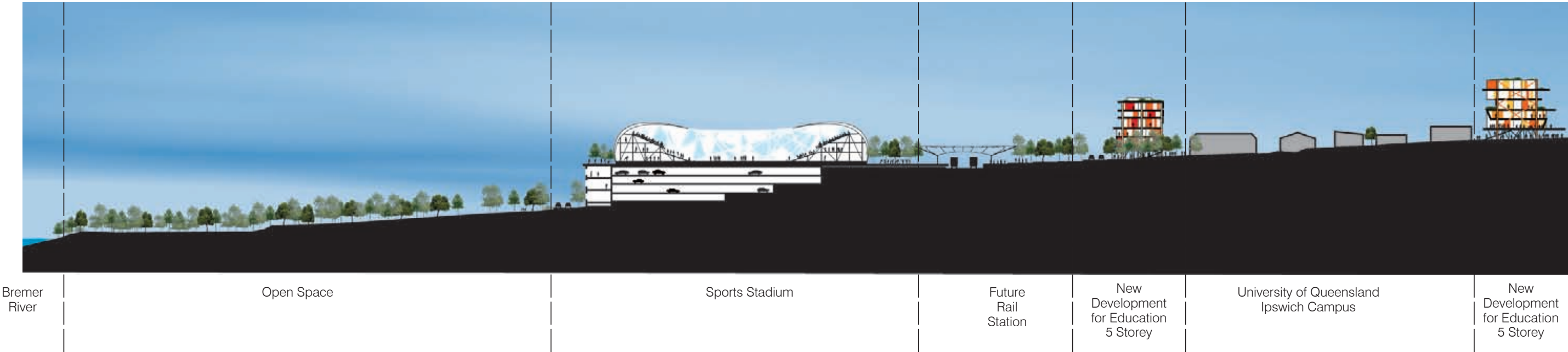
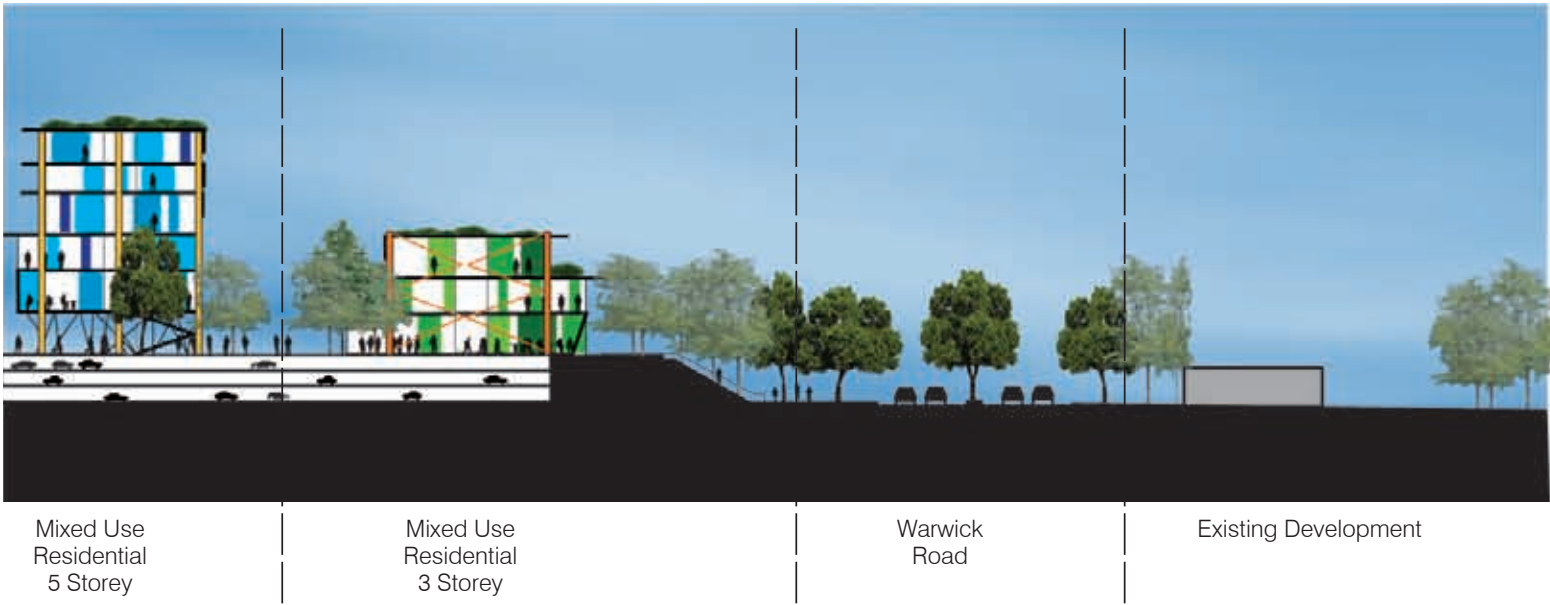


Figure 5.8.10b - Section BB











This section of the report describes the way in which the proposals within the master plan might be delivered over the coming decade and beyond. The aim of this section is to set out the issues that will impact on the pace and sequence of change in the centre with the key elements being as follows:

- Confirmation of the critical importance of the catalytic projects identified in the Integrated Strategy and Action Plan as the projects that will commence and sustain the regenerative momentum;
- A contextual overview of the drivers that will facilitate the change within the town centre;
- Notes on the preferred sequence and foci for new development; and
- Some high level recommendations in relation to the implementation of this master plan.

It is important to note that over and above any of the recommendations made below, catalytic project 1 is likely to have the most substantial impact on the delivery of the master plan and is:

“Develop an implementation mechanism for the Ipswich Regional Centre Strategy which includes catalytic and all identified actions.”

### 6.1 The Ipswich Regional Centre Strategy and Action Plan

The Ipswich Regional Centre Strategy and Action Plan identifies a detailed range of objectives, actions, catalytic projects, and business cases that will form the backbone of the implementation strategy. These are set out in detail within the Integrated Strategy and Action Plan and, in a purposeful way are concentrated around the City Core as a method of attracting investment there early, and ultimately reinforcing its primacy as the ‘centre’ of the western growth corridor.

The catalytic projects that will drive the early stages of implementation are described and broadly spatially located in section 4.1 of this report.

### 6.2 A Flexible Master Plan Framework

The master plan set out on the preceding pages seeks to provide a flexible framework for the incremental transformation of the Ipswich Regional Centre into the functioning and sustainable heart of the western corridor. Because of this inherent flexibility, and the unknown nature of long term market and policy environments, the master plan is able to be delivered in a variety of ways and should be seen as a ‘living document’ that is sufficiently robust to respond to changing conditions. Ultimately, the vision of a thriving and sustainable centre built on the principles of exemplary sub-tropical urbanism is the objective; the process of its delivery will require some flexibility.

### 6.3 Factors Driving the Sequence of Development

Several key drivers will be critical in determining the sequence of development in each Key Revitalisation Area including:

**Principal Activity Centre Status:** The status of Ipswich as the Principal Activity Centre for the western corridor within the SEQ Regional Plan provides the strategic planning impetus to focus significant employment, retail and residential growth within the town centre;

**The Market:** The property market, and the ability for government to attract and maintain its interest, will in large part determine the pace and location of change within the regional centre;

**Planning Policy:** The content of this plan, once complete, is intended to undergo a transformation into local planning policy (i.e.: via amendments to the current Ipswich Planning Scheme). As a statutory instrument the policy will have a major role to play in controlling the land use, built form, and infrastructure profile of the centre. It is important to note here that the length of time that is likely to be needed to implement the master plan will require policy to be flexible so that it is able to capture opportunities as they emerge;

**Environmental Quality:** Great streets and spaces make great cities. The environmental quality of each Key Revitalisation Area, and of the centre as a whole, will be a key factor in changing perceptions of Ipswich Central so that it is widely perceived as an attractive investment and development location. An early priority for both State Government and Ipswich City Council will be the delivery of public space and streetscape improvements as a catalyst for development;

**Public Ownership:** The public ownership of key sites (such as the Ellenborough Street site and the railway station complex) is an important mechanism for encouraging the desired built form and economic outcomes for the town centre; and

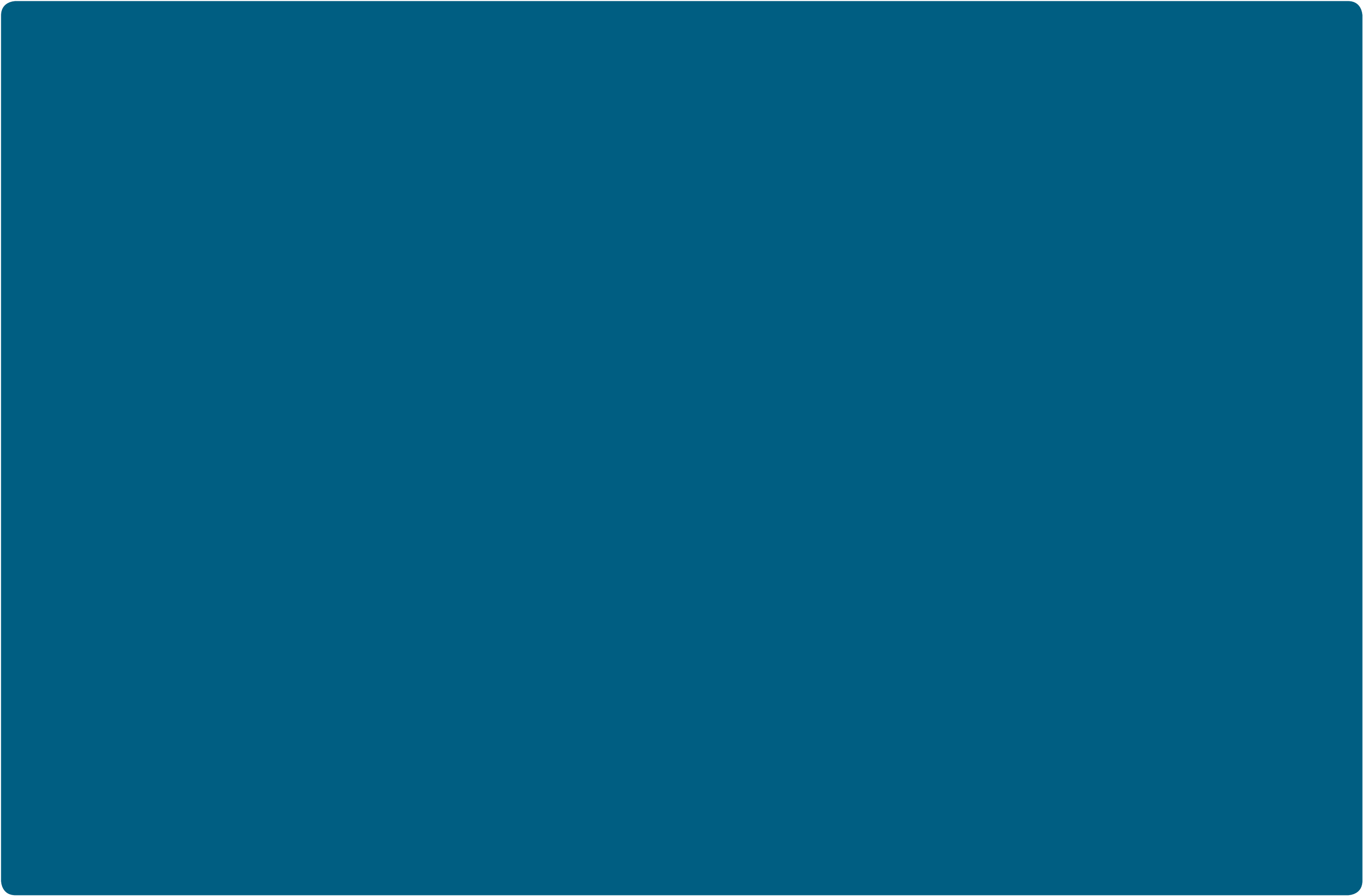
**Support Through Consultation:** The content of the master plan, as far as it has been available for public comment, has been well supported with a strong desire from those consulted to see improvements to the retail and rail station sites early. This desire, although it will require further investigation during subsequent consultation processes, suggests that an emphasis on Transit Oriented Development at the station and an improved retail offer should form an early emphasis for development.

### 6.4 Phasing Objectives

Government will have a critical role to play in the delivery of the master plan, however the market will ultimately be the regulator of change in the City Core and other Key Revitalisation Areas. As a result, and because a rigid ‘phasing plan’ would be unable to control the pattern of growth, the following objectives have been formulated to guide the sequence of development throughout the centre:

- Ensure that critical enabling infrastructure such as bridges and public transport are delivered early;
- In the early stages, ensure that development is focused as much as possible in the City Core. This will assist in building development momentum and ensure that its benefits are not spread too thinly across the centre;
- Allow some flexibility in relation to proposals as long as they achieve the intent of the master plan;
- Encourage development in proximity to public sector investment in infrastructure and the public realm. This will ensure that investment is maximised and will more rapidly give the impression that ‘stages’ of the re-vitalisation have been completed; and
- The content of this master plan is likely to require the transitioning and gradual change of uses, infrastructure and facilities across the centre. In this context, a sequential approach to achieving change will be required.





This master plan has set out a coherent strategy for the realisation of the vision for Ipswich to be the thriving Principal Activity Centre for the Western Corridor. The master plan includes strategies for the development of the whole centre and detailed guidance in relation to the 8 Key Revitalisation Areas – both with an emphasis on the interrelationship between the master plan and the Integrated Strategy and Action Plan. This master plan has:

- Translated the 5 principles that underpin all of the work undertaken in the last 12 months into a number of centre wide strategies;
- Articulated the main components of those strategies as initiatives that span all Key Revitalisation Areas;
- Described in detail the intended future form of each Key Revitalisation Area;
- Illustrated the design intent through plans, sections, and visualisations; and
- Set out the drivers that will impact on the sequence and pace of change in the centre.

This document is now at a Final Draft stage and will be the subject of further statutory consultation prior to formal adoption and subsequent translation into planning policy.



