



IPSWICH CENTRAL INITIAL MARKET NUMBERS - DRAFT - INITIAL FINDINGS

INTRODUCTION

We have attached initial charts and tables detailing the market characteristics for Ipswich Central's residential trade area. With regards to the potential success of Ipswich Central we know that:

- Ipswich Central will be located in a market with a large and growing population;
- Despite pockets of better incomes, overall income and spending characteristics within the market are below regional averages; and,
- The large population growth, and resulting increase in the retail market will bring a continued expansion of retail facilities in the region such as Ripley Town Centre.

The keys to the success of any retail development at Ipswich Central capturing a portion of this market will be driven by place making that provides:

- A point of difference to Riverlink and suburban town centres;
- Creates a unique space in the region that drives visitation; and,
- Successfully combines and leverages multiple retail and non-retail uses with public space.

RESIDENTIAL TRADE AREA POPULATION FORECAST

In developing the population forecasts within the Ipswich Central Trade Area, we have used the following data sources:

- Queensland Government Statistician's Office (QGSO) official forecasts, latest edition 2018;
- ABS Estimated Resident Population (ERP) for 2017;
- Urbis' internal residential database identifying development yields; and
- Cordell Connect Construction data.

Population forecasts were developed using both a top-down method, assessing the share of total Brisbane metro growth expected to occur in the residential trade area and Ipswich LGA, and a bottom-up method utilising expected development yields.



Current and Future Population

Ipswich Central Trade Area

Table 1

	POPULATION			
	2013	2018	2023	2028
Primary Core	1,530	1,360	1,350	1,350
Primary Balance	68,690	74,180	82,270	91,390
Total Primary	70,220	75,540	83,620	92,740
Secondary North	27,760	30,160	36,480	45,280
Secondary South	20,060	24,120	34,760	52,350
Main Trade Area	118,040	129,820	154,860	190,370
Tertiary East	76,070	94,720	112,220	130,100
Tertiary West	41,070	44,460	49,560	54,610
Total Trade Area	235,180	269,010	316,640	375,080

	ANNUAL POPULATION GROWTH (NO.)		
	13-18	18-23	23-28
Primary Core	-34	-2	0
Primary Balance	1,098	1,618	1,824
Total Primary	1,064	1,616	1,824
Secondary North	480	1,264	1,760
Secondary South	812	2,128	3,518
Main Trade Area	2,356	5,008	7,102
Tertiary East	3,730	3,500	3,576
Tertiary West	678	1,020	1,010
Total Trade Area	6,766	9,526	11,688

	ANNUAL POPULATION GROWTH (%)		
	13-18	18-23	23-28
Primary Core	-2.3%	-0.1%	0.0%
Primary Balance	1.5%	2.1%	2.1%
Total Primary	1.5%	2.1%	2.1%
Secondary North	1.7%	3.9%	4.4%
Secondary South	3.8%	7.6%	8.5%
Main Trade Area	1.9%	3.6%	4.2%
Tertiary East	4.5%	3.4%	3.0%
Tertiary West	1.6%	2.2%	2.0%
Total Trade Area	2.7%	3.3%	3.4%

1. As at December 31

Source: ABS; Queensland Government population projections, 2018 edition (SA2); SAFI; Urbis

RESIDENTIAL TRADE AREA SOCIO-ECONOMIC CHARACTERISTICS

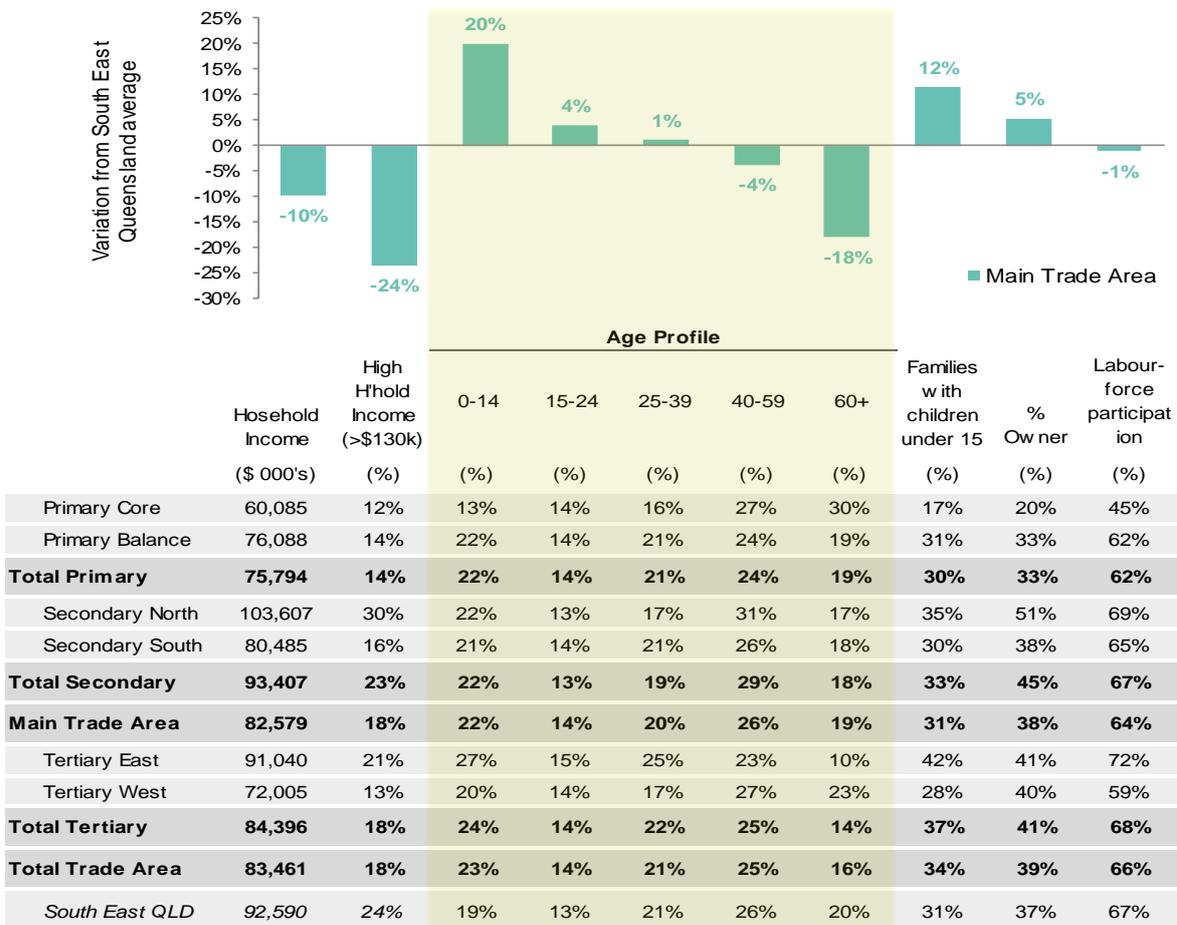
The key socio-economic characteristics of the Ipswich Central Trade Area are outlined in the table below.

- The average household income for the overall trade area is lower than the South East Queensland (SEQ) average (-11%). The Primary Core sector has the lowest average household income, which can be attributed the higher number of residents aged 60 years and over in comparison to other sectors. The Secondary North sector has a higher average household income than the SEQ average.
- In comparison to SEQ, the overall trade area has a relatively similar age profile. The proportion of residents aged 0-14 years is slightly higher than SEQ, which can be attributed to the higher proportion of families with children under 15 years attracted to the greenfield developments within the trade area. The Tertiary East sector registered the highest proportion of families with children under 15 years (42%).
- Unemployment within the Ipswich Central Trade Area (8.8%) is higher than SEQ (7.3%). The Primary Core sector registered the highest unemployment within the trade area at 9.6%.

Key Socio-Economic Characteristics

Ipswich Central Trade Area, 2016 Census

Table 2



Source: ABS; Urbis



CHANGE IN TRADE AREA SOCIO-ECONOMIC CHARACTERISTICS

The chart below depicts the Main Trade Area's variation from the 2011 Census. Variations of note include:

- Per capita income and average house income have varied significantly from 2011 Census. This can be attributed to the population growth in new residential areas within the trade area.
- Historically the area attracts a family demographic, this has continued with limited variation in the age profile and families with children under 15 years.
- The 2016 Census registered a higher number of renters within the Main Trade Area, moving from 24% in 2011 to 37% in 2016.

In comparison to SEQ, the key variations have followed a similar trend to SEQ. However, SEQ has had a significant increase in residents aged 65 years and over (13%) and households with income above \$130,000 (22%).

Key Main Trade Area and SEQ Demographics

Variation from 2011 Census

Chart 1

	Variation from 2011 Census	
	Main Trade Area	SEQ
Per Capita Income	14%	16%
Average Household Income	13%	15%
HH Income Above \$130,000	4%	22%
Aged 0-14	0%	-3%
Aged 15-34	0%	-1%
Aged 35-49	-1%	-4%
Aged 50-64	1%	0%
Aged 65+	1%	13%
Families with children under 15	0%	0%
% Renting	3%	6%
Household Size	0%	2%
% White Collar Professionals	1%	1%
Overseas Born	0%	6%

Source: ABS Census 2011 and 2016

RESIDENTIAL TRADE AREA RETAIL SPENDING PER CAPITA

The table below reports per capita income and retail spend variation between the residential trade area and its sectors and South East Queensland. Of note:

- The above average household size in the trade area, 2.80 persons per household compared with 2.6 in the SEQ, contributes to per capita income variation being below regional averages.
- Despite per capita income 15 percent below the SEQ average, retail spending is only 10% below regional average.
- The large, residential trade area available to any development in central Ipswich helps to mitigate lower per capita spending rates with a Main Trade Area retail spending market of \$1.6 billion and a Total Trade Area retail spending market of \$3.3 billion.

Ipswich Central

Retail Spending Summary: 2018

Table 3

	Population	Per Capita Variation from Average		Retail Spend Per Capita (\$)			Retail Spending Market (\$M)		
		Income	Spending	Food	Non-Food	Total	Food	Non-Food	Total
Primary:									
Core	1,400	-18%	-8%	7,732	5,373	13,105	10	7	18
Balance	74,200	-16%	-12%	7,213	5,020	11,940	535	372	907
Total Primary	75,500	-17%	-11%	7,222	5,027	11,957	546	380	925
Secondary:									
North	30,160	-0%	+1%	7,569	6,055	13,624	228	183	411
South	24,120	-15%	-13%	7,084	4,717	11,801	171	114	285
Total Secondary	54,280	-6%	-5%	7,353	5,460	12,814	399	296	696
Main Trade Area	129,820	-12%	-7%	7,277	5,208	12,485	945	676	1,621
Tertiary:									
East	94,720	-16%	-12%	6,924	4,983	11,907	656	472	1,128
West	44,460	-23%	-11%	7,108	4,865	11,974	316	216	532
Total Tertiary	139,180	-18%	-12%	6,983	4,945	11,928	972	688	1,660
Total Trade Area	269,010	-15%	-10%	7,125	5,072	12,197	1,917	1,364	3,281
<i>South East Queensland</i>				7,604	5,888	13,492			

Source: ABS; Marketinfo ; Urbis

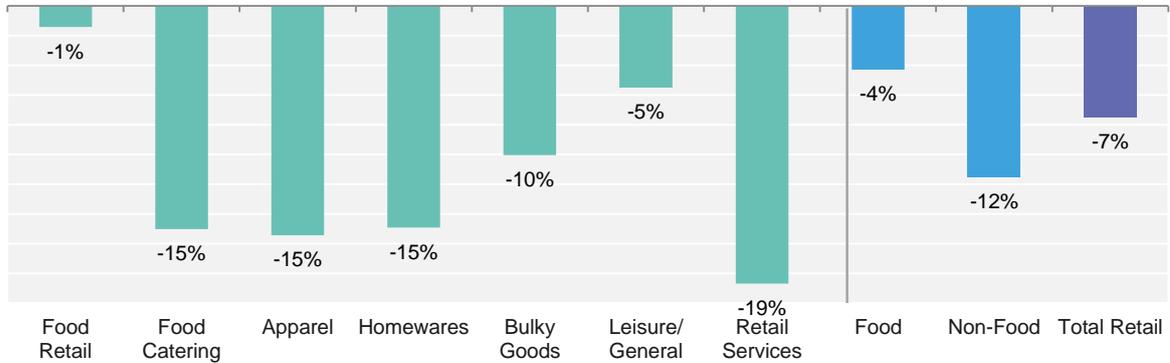
As expected in a market with subdued income levels, per capita spending on discretionary goods is lower than average than on convenience goods:



Ipswich Central – Main Trade Area

2018 Retail Spend per Capita, Variation to South East Queensland Average

Chart 2



Source: ABS; MarketInfo; Urbis

RESIDENTIAL TRADE AREA RETAIL SPENDING FORECAST

Population growth is expected to drive a large increase in the retail spending market from \$3.3 billion in 2018 to \$5.2 billion in 2028:

Ipswich Central

Retail Market by Product Group, 2018 – 2028 (Constant 2018 Dollars)

Table 4

	Food Retail	Food Catering	Apparel	Home-ware	Bulky Goods	Leisure/General	Retail Services	Total Retail	Annual Growth	=	Pop Growth	+ Per Cap Spend Growth
Primary Trade Area:												
2018	444	101	69	68	106	107	30	925				
2023	513	123	83	84	127	128	37	1,093	3.4%		2.1%	1.3%
2028	599	149	99	104	152	153	45	1,301	3.5%		2.1%	1.4%
Secondary Trade Area:												
2018	323	76	55	51	89	78	23	696				
2023	441	109	77	74	125	110	33	969	6.9%		5.6%	1.2%
2028	635	162	112	113	182	161	50	1,416	7.9%		6.5%	1.3%
Main Trade Area:												
2018	767	178	124	119	195	186	53	1,621				
2023	953	232	160	158	252	238	70	2,062	4.9%		3.6%	1.3%
2028	1,234	311	211	218	334	314	95	2,718	5.7%		4.2%	1.4%
Total Trade Area:												
2018	1,556	361	254	239	399	368	105	3,281				
2023	1,908	466	324	314	510	466	136	4,123	4.7%		3.3%	1.3%
2028	2,382	603	412	418	652	595	180	5,243	4.9%		3.4%	1.4%

Source: ABS; MarketInfo; Urbis

The logo for URBIS, consisting of the word "URBIS" in a bold, white, sans-serif font, enclosed within a white square frame. The background of the entire page is a photograph of a lush, multi-story vertical garden with various green plants and ferns. In the foreground, a group of people is sitting on a wooden deck, looking at a large display board or map. The overall scene is bright and green, suggesting an urban environment with integrated nature.

URBIS

IPSWICH CITY CENTRE

MASTER PLAN REVIEW UPDATE **DRAFT**

PREPARED FOR

**RANBURY &
IPSWICH CITY COUNCIL**

DECEMBER 2018

PART B

CURRENT MASTER PLAN REVIEW



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B.1 RETAIL REVIEW

POPULATION AND THE MARKET

The City of Ipswich has a large and rapidly growing population which requires a substantial provision of retail and associated service facilities. The current population of 200,000 (2016 Census) is forecast to grow to some 395,000 in 2036, averaging up to 3.4% per year over two decades. This high rate of growth in resident numbers will drive the need for major new shopping facilities as well as extensive service, leisure and entertainment facilities. Employment opportunities will also follow, including in the city centre.

The Ipswich City Centre is the traditional centre of the municipality and contains many of the civic, administrative

and cultural functions typical of a substantial urban area. Retailing in the City Centre has been limited in scale for many years, associated in part with development of the large Riverlink Centre on the opposite side of the river. Town centres in Springfield and Ripley will be the principal retail and town centres for the rapidly growing urban corridor to the south.

The City Centre has an important role to play as the civic, administrative, cultural, employment tourism and social hub for the Ipswich region. The question is how the City Centre's retail function will evolve to provide a compelling

CURRENT MASTER PLAN





From a retail perspective, a review of the current Master plan reveals:

- The Master Plan should include all properties fronting Nicholas Street and Union Place, whether controlled by Council or other owners.
- The Master Plan needs to deliver sufficient area for retail and associated uses to meet the predicted level of market demand.
- In the interests of creating successful retail spaces, it is recommended that the priority is to activate continuous retail frontage along the length of both Nicholas Street and Union Place. Internalised retail set back from the street is suitable only for services and commercial services, not core retail use.
- The Civic Area precinct is large in area and flanked by an extensive landscaped lawn area. Even with an extensive program of events this concept is unlikely to provide a sufficient level of activation and support to the adjacent uses and establishment of a vibrant City Centre precinct. A greater provision of ground floor activation in this area, including food and beverage tenancies together with entertainment uses, is preferred to create a more vibrant 24/7 precinct.
- A key opportunity for the City Centre is to function as the entertainment and dining destination in Ipswich by creating a genuine Entertainment and Leisure Precinct (ELP) and integration of key components (e.g. cinemas, cafés/restaurants, library and IPAC). Creating an integrated and definable ELP from day one will provide the best platform for its success and reactivation of the City Centre. The current masterplan contains the key components of an ELP but there is scope to better integrate these components into a single precinct.
- Overall in the City Centre, the scale of food and beverage facilities is considered appropriate based on initial market soundings. There is a preference to locate these facilities on the northern end of the mall, close to the river outlook, the new civic centre and the major carpark.
- The Entertainment building, at the Brisbane Street end of the city and currently housing the cinemas, may have a higher and better use in the longer term. Cinemas would ideally be co-located with the dining precinct near the Civic Area Precinct, underpinning the development of a genuine ELP. This opens up additional use options for the Entertainment building site.
- The Library and IPAC will be relatively low and/or irregular drivers of activity and should be co-located with other uses, such as cinemas and range of F&B tenants, to effectively activate the northern end of the City Centre.
- The current Master Plan designates Nicholas Street as a one-way street, open to vehicular traffic during the day, but pedestrian-only in the evening. It is considered preferable to retain permanent traffic access through the town centre, including a reasonable amount of street parking for short-term stays (supports retail business) and drop-off and pick-up of users, particularly in the entertainment precinct.
- The connection with Bradfield Bridge would benefit from uses that will draw users to the northern end of the precinct. Combining connections to the river with a café/dining option would help activate the precinct.

The updated scheme, with the addition of 2 Bell Street, offers a greater retail opportunity for the development with a larger footprint and frontage to both Nicholas Street and Union Place.

- The Bell Street Link lower level, at grade and connecting through to Bell Street, is not considered viable for discretionary retail use. The current plan to anchor the lower level with a small-scale supermarket and convenience retail is considered an improvement to the previous masterplan pending tenant interest and market support.
- The addition of a connection to Nicholas Street is considered vital to helping drive footfall to the lower level due to the limited pedestrian and commercial activity on Bell Street.
- Major international fashion retail brands who have entered the Australian market in recent years (e.g. H&M, Zara, Uniqlo) may well consider a location in Ipswich at some stage. The regional population of over 200,000 is an attractive market for these retailers. However, there is insufficient retail depth in the City Centre to support these retailers and other locations are likely to be preferred.
- While international fashion retail brands are unlikely at the site, the conversion of Bell Street Link at Nicholas Street to larger sized tenancies with the removal of the internal mall is considered appropriate in attracting uses with a broad draw.
- The masterplan should be future proofed for a connection to the railway station via vertical transportation. A future connection provides an opportunity to create a new gateway to Ipswich Central and further activate Nicholas Street and Union Place.

PART D

SUPPORTING INFORMATION AND EMERGING TRENDS



D.1 TRENDS AND SUCCESS FACTORS

ENTERTAINMENT AND LEISURE PRECINCTS (ELPs)

The role of shopping centres continues to evolve from their traditional focus on shopping to multi-functional community focal points or social meeting points. Entertainment and Leisure Precincts (ELPs) have been a central element of this evolution of shopping centres and more broader ranging changes are now occurring through mixed use development (e.g. offices, hotels, residential uses).

ELPs are important to the success and positioning of retail environments and shopping experiences but also contribute to the overall amenity delivery in support of mixed use development.

The earliest ELPs were centred around cinemas and usually included a small range of supporting restaurants, leisure associated retail shops and other entertainment facilities (e.g. amusement centres, bowling alley, etc.). In the last twelve months, the success of ELPs in Australia and overseas has prompted not only shopping centres but also city centres and mixed use precincts that include retail to apply a number of key lessons to their own context.

- The largest and already one of the most successful shopping centre based ELP in Australia currently is at Westfield Chermside, which includes a 16 screen cinema complex and 30 tenants, including 23 cafés, restaurants and bars. Total GLA amounts to over 22,000 m².
- This broadening function of ELPs is consistent with the trend of ELPs forming strong roles as community hubs, covering entertainment, dining, recreation, leisure and services. Key service precincts, including medical centres, library, childcare, etc., are in some cases being located in close proximity or forming an extension of ELPs (e.g. Orion Springfield). ELPs are therefore integral in providing a diversity of uses that underpin a more '14/7' role and an extended market reach of shopping centres.
- Common area/public space uses include children's play areas, event space, a diverse mix of seating and amenities (e.g. WiFi, charging stations). Children's play areas are increasingly incorporating a design that is more seamlessly integrated within the overall layout and design of the ELP and a more minimalist/tailored approach to play areas is proving successful

ELP SUCCESS FACTORS

A key improvement of ELPs in recent years has been the greater emphasis on the quality of the physical space, delivery of a more tailored and wider mix of operators that provide a point of differentiation for the precinct and provision of uses that support the centre's role as a community hub.



A range of trends have helped to underpin and provide the need for the improvement of ELPs recognising:



Demographic changes, notably the influx of migrants (e.g. Asians who have



People are seeking deeper and more meaningful experiences.



strong affinity with shopping centre environments).



Expenditure on food and beverages/dining has grown strongly.



The changing lifestyles of people and growing importance of a 14/7 economy.



The quality, diversity and familiarity of operators (notably in the F&B space) has expanded substantially.



High density living leading to more activities conducted outside of the home.



The increasing size of a workforce and other activity generators in proximity to shopping centres.



Improvements in the quality of the cinemas (e.g. Gold Class, recliner seating) and expanding options for other entertainment/recreational/leisure facilities.

BIOPHILIC DESIGN

Biophilia is humankind's innate biological connection with nature. This genetic connection to the natural world has been built up through hundreds of thousands of years of living in agrarian settings.

Only in recent history have we become largely "indoor-dwellers" and the impacts are dramatic - The World Health Organisation expects stress related illness, such as mental health disorders and cardiovascular disease, to be the two largest contributors to disease by 2020. With a diminished connection to nature, the increasing pressure on urban space and the ubiquitous technological presence we have less opportunity to recuperate our mental and physical energy.

Biophilic Design is an innovative way of designing the places where we live, work, and learn. We need nature in a deep and fundamental fashion, but we have often designed our cities and environments in ways that both degrade the environment and alienate us from nature.

Biophilic design is about reconnecting us to the natural world. Through embedding biophilic principles are th heart of the design brief, we can create buildings that connect people and nature - places where we heal faster, learn more readily, work more productively, and are able to make meaningful connections with a broader community.

The psychologically effects of nature principles has proven to draw shoppers into stores and boost sales, significantly improving profit margins for retail environments with biophilic elements compared to those without.

Human centred design has risen-up the agenda for the design industry in the last couple of years and Biophilic Design is still a relatively new field of practice. Our research and work in this space has been heavily influenced by the work of Terrapin Bright Green's neuroscientific and psychological take on Biophilic Design. This approach is concerned with what goes on in our heads when we connect with nature, as well as our perception of it, and considers how to enhance spaces by interpreting, adapting and applying Biophilic Design principles into design practice. As such, we have taken their "14 Patterns of Biophilic Design", and distilled from these the relevant 10 principles as they relate and have benefit for the Ipswich City Central project.

- 1. Visual Connection with Nature:** View to elements of nature, living systems and natural processes
- 2. Non-Visual Connection with Nature:** Sounds, touch, smells, or tastes that engender a positive reference to nature
- 3. Thermal and Airflow Variability:** Changes in air temperature, humidity, airflow across the skin and surface temperatures that mimic natural environments
- 4. Presence of Water:** Seeing, hearing or being able to touch water
- 5. Dynamic and Diffuse Light:** Varying intensities of light and shadow that change over time to mimic natural patterns and cycles
- 6. Forms, Patterns and Textures:** Biomorphic, contoured, patterned, textured or numerical arrangements that mimic nature
- 7. Materiality:** Materials and elements from nature that reflect local ecology/ geology to create sense of place
- 8. Prospect:** Unimpeded view over a distance for surveillance and planning
- 9. Places for Refuge:** Place for withdrawal with protection from behind and overhead
- 10. Discovery:** promise of more information using partially obscured views to entice an individual to go further into the environment

PRINCIPLE**BENEFIT****OPPORTUNITIES OF MASTER PLAN**

- Lowers blood pressure and heart rate
- Improves mental engagement
- Positive impact on attitude and overall happiness

- Ensure large tree species are included in the proposed tree lined and landscaped of Nicholas Street / Union Place to establish immediate visual and physical impact
- Ensure long views through the precinct to the Bremer river beyond



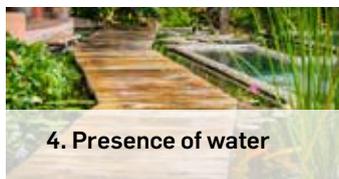
- Reduced systolic blood pressure and stress hormones
- Positive impact on cognitive performance
- Improvements in mental health and tranquillity

- Explore natural elements in the current design such as colourful foliage, flowering species and water elements / audible water features to encourage touch/ smell/ sound connection to nature
- Potential for inclusion of kinetic sculptures that cap



- Positive impact on comfort, well-being and productivity
- Positive impacts on concentration
- Improved sense of temporal and spatial enjoyment

- Current master plan opens the precinct up well to capture breezes and encourage air flow
- Ensure operable retail frontages and screens to allow for variations in light and air movement, design for cross ventilation to retail tenancies



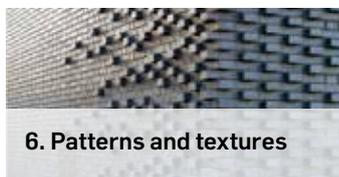
- Reduces stress
- Increased feeling of tranquillity
- Lower heart rate and blood pressure
- Improvement in memory
- Positive emotional response

- The water plaza as a central attractor as it relates to the surrounding retail and views to the Bremer is a key feature. Ensure that moving water and the sound of water elements is transferred as much as possible throughout the space.



- Positive impact on the circadian system
- Increased visual comfort

- Current master plan presents significant improvement over the existing exposed environment.
- Ensure awnings and ample tree cover to enable dappled light
- Facades to allow penetration of daylight from multiple angles



- Generates interest and comfort
- Decreased blood pressure
- Improved creative performance
- Improved comfort

- Detailing in deliver to reflect spaces of patterning and to introduce texturing within pavement and wall treatments



- Decreased blood pressure
- Improved creative performance
- Improved comfort

- Detail in deliver of the space to ensure weatherproof natural materials where possible. Timber and stone in particular are recommended.
- Tactile qualities should be considered and exploited (warm timber/ cool stone)



- Improved concentration and attention
- Increased perception of safety and control
- Reduced stress and perceived vulnerability levels

- Opening Nicholas Street up to views to the north of the Bremer River enable improved prospect.
- Vantage over the riverfront from elevated position is seen as a major positive of the design
- Maintain clear sight lines across key paths of travel (low shrubs, clear trunks maintained to trees, transparent partitions or balustrade)



- Improved concentration and attention
- Increased perception of safety
- Reduced stress levels

- Ensuring CPTED principles are adhered to, there is an opportunity to create smaller areas of enclosure through elements of screening and planting
- Moveable low walls within the public realm create clear zones and areas of respite



- Reduced stress
- Reduced boredom, irritation and fatigue
- Improved comfort and perception of safety

- Introduction of interactive and engaging public art elements that provide delight, interactivity and potential movement

D.2 FOCUSED CASE STUDIES - APPLYING THE TRENDS

The following three case studies provide a more detailed overview of how, when applied, the trends can have an immediate impact on the success and attraction of place. In the context of creating a vibrant entertainment and leisure destination as well as inclusion of biophilic principles, a deep dive into three case studies will shed some light on the key lesson and how they might relate to Ipswich City Centre. The case studies include:

- Chermerside, Queensland | outdoor dining precinct
- Carousel, Perth | outdoor dining precinct
- Coomera, Queensland | outdoor dining precinct

CHERMERSIDE LESSONS

STRENGTHS

- Diversity of environments (laneway, piazza and linear 'street')
- Scale of the precinct and good critical mass of core categories (restaurants, cheaper/fast eats, entertainment)
- Quality of the physical space/public realm:
 - Landscaping, interior of tenancies and architecture interwoven under a common design theme.
 - Individuality of the design in both the tenancies, amenities and public space creates a visually and physically engaging environment that facilitates a high level of interaction and connection with the area (avoids 'sameness')
 - Configuration of physical footprint, double sided activation and height of built form (double+) act as a frame from the space and create a definable precinct/sense of place.
- All of the above create a genuine 'wow' factor, a unique experience for visitors and a safe, fun and vibrant social/community space
- Design of the ELP embraces/respects local climate conditions. Climatically responsive, planting provides good cover and shading. The % of the area dedicated to planting/greenery has been maximised.
- The ELP is well located in the centre:
 - Centrally positioned in the centre with direct links with the Level 2 mall and cinema lobby

- External address with large on-grade carpark. Facilitates evening/non-shopping hours access
- Singular hero element defines the heart of the precinct and provides area for events
- Effective use of lighting in the evening further enhances the environment
- The mix of uses and public space attract a broad spectrum of market segments
- Artificial turf and plants are successful. Use of "mounges" (artificial turf mounded lounging areas) has been very successful
- Good focus on the 'one percenters' (e.g. WiFi and charging points provided on common seating)
- Upper level childcare and yoga/gym studios provide daytime activation and create a "community hub"
- Deeper connection with community with incubator/start-up retail precinct. Short term leases ensure a constantly changing and refreshed offer

WEAKNESSES

- Direct integration of the H&M tenancy. Long inactive frontage/area during non-shopping trading hours. Impact activation in one area of the precinct, potential flow-on impact to adjoining tenancies
- Upper level bowling is fairly disconnected and access to this area is not immediately obvious
- Other casual dining precincts were not upgraded, substantial drop-off of trade given disparity in the quality of the offer/experience relative to the new ELP
- Upper level location and access not convenient for local workforce (constraint on leverage of this weekday market)



Laneway environment blurs the boundaries between inside and outside



Landscape areas include astroturf mounding with play elements and seating



Relationship of the built form and the public realm create an intimate and human scale



A significant focal point surrounded by sub-tropical planting and styled seating reinforces a coastal theme.

KEY TAKE OUTS FOR IPSWICH CITY CENTRE

- Nicholas Street and the shared zone to benefit from double-sided activation that frames the space, creating definable precincts
- Opportunities to create 'wow' factor moments through heroic public space elements by the Water Plaza and Riverside Lawn
- Providing a mix of uses (retail, services, entertainment, culture etc) to attract a broad range of market segments
- Respecting and embracing the local conditions with climatic responsive designs and planting
- Deeper connection with the community through engaging environments that facilitates a high level of interaction and sense of place
- Promote the use of active edges to avoid the cinema and IPAC from being disconnected from Nicholas Street and community hubs.

CAROUSEL LESSONS

STRENGTHS

- Wayfinding is prioritised with meeting and celebration places and clear views to ELP access. The ELP is centrally positioned with direct links with the malls, cinema lobby and large external car park space.
- An appealing community-oriented destination within a lush landscape setting creates a unique 'resort' experience for visitors and a vibrant setting for community activities.
- Design of external spaces responds to the local climate conditions with an abundance of shade, shelter and wind protection.
- Diversity of environments (malls, terrace, laneways, and piazza) lined with retail and carefully curated with consideration of furniture, art, retail composition, and building materials and interfaces.
- A large-scale water feature forms the centrepiece of the design. This feature provides physical and experiential enhancements to the ELP landscape, encouraging visitors to look, listen, and enjoy.
- Flexible spaces incorporating artificial turf allow spaces for respite and congregation within the ELP. These spaces are curated through short term lease pop-ups ensure a continuously refreshed offer.
- Lighting scheme is designed to enhance the environment in the evening and encourage visitors to explore the gardens.
- The centre incorporates generous landscape spaces which are defined by an array of landscape elements including flexible furniture, raised planters, seating walls, and integrated furniture. These elements providing definition to the landscape spaces and an abundance of seating for all visitors.
- Childcare creche provides short term child care while you shop.

WEAKNESSES

- ELP location not convenient to access from external on-ground carparks.
- Trees location, tree size and planting profile and wall heights are constrained within the ELP due to the strength of the existing slab resulting in a limited weight allowance.
- Artificial planting is used in limited locations to achieve an established look on opening day. This appears artificial and detracts from the appearance of the landscape.
- The necessary requirement for wind protection surrounding the ELP results in a precinct that is inward focused with little interaction with the surrounding streetscape.
- The centre turns its back on the street and does not engage with the outdoor environment.
- The centre is built out to the property boundary with limited external planting and interface with the streetscape. Few existing trees were retained within the development due to the size of the centre.
- The location on a busy highway is not pedestrian friendly and does not receive much pedestrian activity.
- Council requirements for paving width limit planting area externally and result in a vast paved area at which is underutilised.
- The children's play area is well utilised but is not large enough to accommodate the demand.
- Multiple car parks and car park entries lead to a confusing approach to the centre.
- Mobile phone charging stations are limited throughout the external spaces.



A large-scale water feature forms the centrepiece of the design



Internal and external environments are carefully curated with consideration of furniture, retail and building materials.



An abundance of shade, shelter and wind protection is provided within the external spaces.



Landscape elements integrated within furniture provide definition to the malls.

KEY TAKE OUTS FOR IPSWICH CITY CENTRE

- Abundance of natural vegetation that are reflective of the local surroundings and conditions
- Scale of the precinct is appropriate to the catchment
- Key focal points provided in central locations to engage the community from Day 1
- Importance of providing connections to the wider catchment
- The need to ensure wayfinding elements are provided to give clear direction for visitors

COOMERA LESSONS

STRENGTHS

- Legibility – Main Street, Railway Street, Creek Street
- Restaurant Precinct adjacent Shared Main Street with low speed raised pedestrian crossings, bulk vegetation to create a sense of enclosure, Uber parking, drop off / pick up bays, taxi parking
- Restaurant Precinct activates main street,
- Use of Public Art to mitigate form & bulk of building (particularly the Cinemas which is on high ground when approaching on foxwell road)
- Investment in 'plant procurement' and 'mature plants' – Creating a Day 1 / Established landscape
- Adjacent Coomera Rail Station & Railway Entrances to encourage use of Public Transport

WEAKNESSES

- Town Centre but no other building to support the centre. Scentre Group have discussed adjacent parcel of land being earmarked for Offices (possibly government)
- Brand New Shopping Centre – Could it have been more integrated with the rail station?
- The bulk and form of the building as viewed from the Rail Station (Loading Docks / future development land / parking ramps)



Well-established landscape from the outset of the development



Sense of enclosure to separate landscape and vehicular uses



Public art and wayfinding features within communal areas



Water play elements that promotes a sense of adventure

KEY TAKE OUTS FOR IPSWICH CITY CENTRE

- Substantial landscaping throughout the entire precinct, not just in core "heroic" focal points such as Water Plaza and Riverside Lawn
- The inclusion of including public art elements to offset the bulk / scales of buildings
- The use of wayfinding throughout the site - important connections to the railway station and surrounding key features
- The role that restaurants play in activating the street and other frontages

D.3 PUBLIC SPACE PRECEDENTS

The following diagram shows the critical areas and dimensions of the public realm within the city centre to be tested against precedents. Various projects from across Australia have been used as benchmarks in the following pages to help inform design decisions for Ipswich.

NICHOLAS STREET

Street Length **150M**

Street Width **20M**

Combined Length **275M**

TOTAL PUBLIC REALM (INCL UNION PLACE AND VERANDA):

APPROX **15,500M²**

PUBLIC SQUARE (CITY GREEN)

E-W Length **90M**

N-S Width **50M**

Total Area **4,500M²**

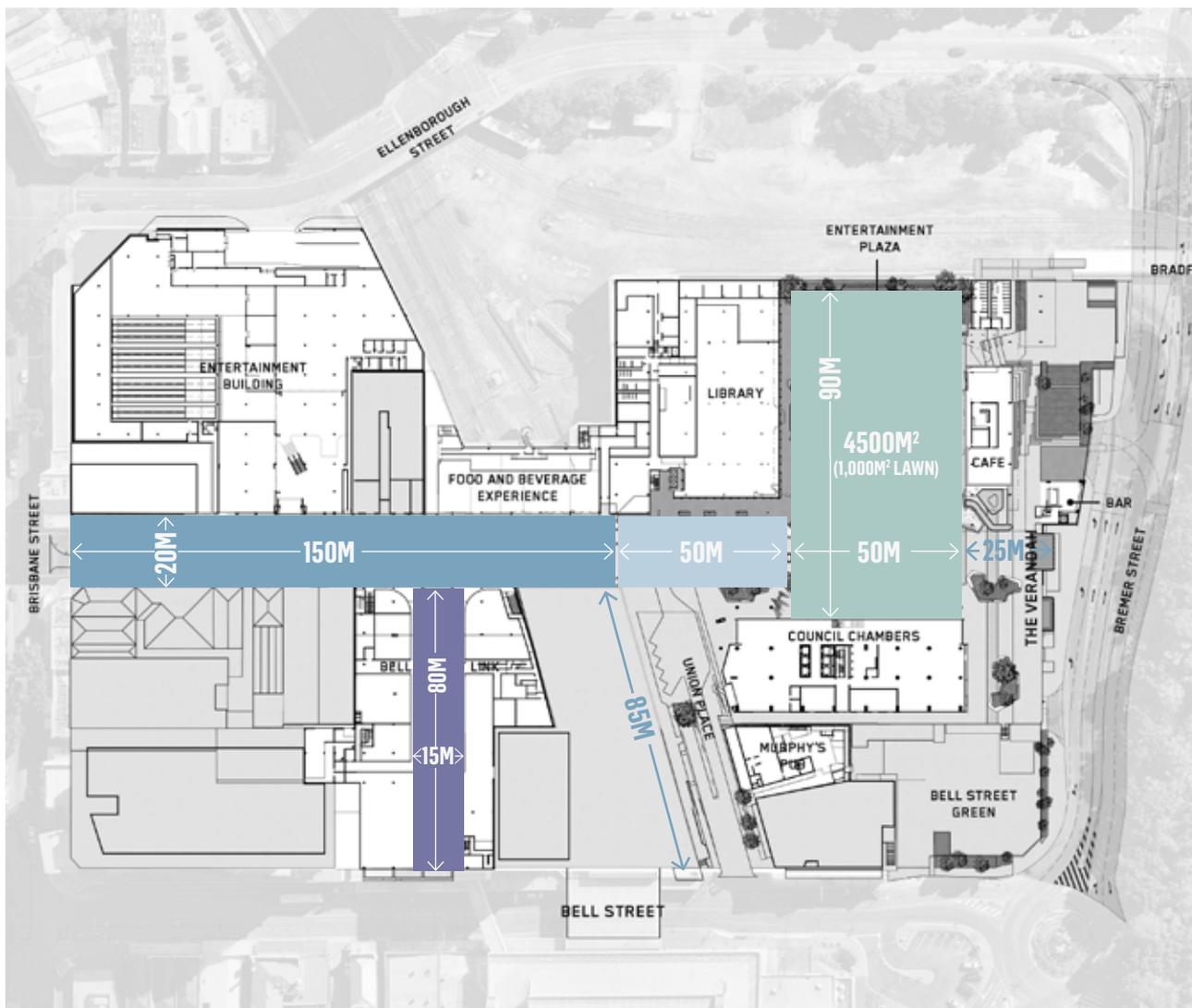
BELL STREET LINK

Arcade Length **80M**

Street Width **15M**



CURRENT MASTER PLAN



The following precedents have been used as a reference point for the master plan review. While they represent different contextual settings (location, scale etc) in comparison to Ipswich, they provide baseline information for analysis and a reference point for drawing on the innate qualities in detailed design.

MAIN STREETS

JAMES STREET, BRISBANE

Street Length **420M**

Street Width **21M**

Landscape and Public Realm

James Street is characterised by the strong presence of mature trees and planting that line the road and provide significant shade and a lush, green setting.

Built Form and Land Use

Buildings are typically two to three storeys and have generous awnings, well defined entry points and outdoor dining or shop fronts that assist in activating the street.

Programming and Events

James Street has evolved into a distinctly modern, sophisticated, high-end precinct that hosts a spectrum of local and city events, that largely celebrate design, fashion and dining.



MACQUARIE MALL, SYDNEY

Street Length **250M**

Street Width **23M**

Landscape and Public Realm

Macquarie Mall is an vibrant, flexible space that caters to a diverse demographic at the heart of Liverpool. The mall's feature lighting plays a key role in promoting a healthy evening economy. The public realm design also incorporates a number of place-making initiatives including a water play space, digital movie screen and giant chess set.

Built Form and Land Use

Buildings are typically one to three storeys with a continuous awning provided to the edge of the mall. The mall is significantly activated by shop fronts that have a high level of transparency.

Programming and Events

The newly opened Macquarie Mall strives to be an energetic community hub that welcomes, locals, visitors and tourists with its attractive retail and entertainment offer as well as a number of inclusive community events.





ACLAND STREET, MELBOURNE

Street Length **275M**

Street Width **20M**

Landscape and Public Realm

Acland Street thrives as a village precinct, with an attractive, high quality public realm. The street is a shared zone between light rail, pedestrian and cycle activity. The street features distinct shade structures that add to the vibrancy and identity of the greater precinct.

Built Form and Land Use

Acland features an important historic component with a number of outstanding heritage buildings transformed into shop fronts. As a result the street benefits from a diverse mix of fine grain retail and dining options.

Programming and Events

Acland occasionally transforms into large street events, catering to the interests of locals, visitors and tourists. It features a central stage for music and entertainment to compliment the street activity. It is largely the heart of the greater village precinct.



THE LEVEE, MAITLAND

Street Length **285M**

Street Width **19M**

Landscape and Public Realm

The Levee is a newly opened shared zone in the heart of Maitland. It features high quality public realm, with a simple and sophisticated palette of street furniture, signage, lighting, planting and pop-up kiosks.

Built Form and Land Use

The Levee is defined by the rich collection of heritage buildings that line the street and offer great character and identity to the heart of the town. The heritage buildings have been adapted to provide continuous awnings to the mall's edge, as well as open and active shop fronts.

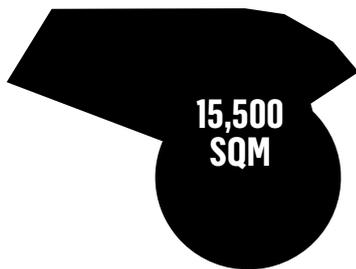
Programming and Events

The Levee caters to a diverse population, and offers a hive of community activity supported by a range of retail, entertainment and dining options.



PLAZAS

DARLING QUARTER, SYDNEY



Landscape and Public Realm

The heart of Darling Quarter features an attractive park space for casual daily occupation or occasional city events. The fringe of the park is programmed with landscape elements such as a water play feature.

Built Form and Land Use

Darling Quarter is surrounded by tall buildings in a high urban context. The ground level is partially activated through retail and dining uses as well as commercial and hotel lobbies.

Programming and Events

Darling Quarter houses a range of civic and community events. The success of these events are greatly supported by the surrounding density, the accessibility, the connectivity and the local amenity of the site.



FEDERATION SQUARE, MELBOURNE



Landscape and Public Realm

The public realm design of Federation Square is a simple and sophisticated approach, that offers a blank canvas for large city events and festivals. The space utilises its topography to offer seating through its terracing. It also attracts a variety of pop-up structures and street furniture.

Built Form and Land Use

The built form encompassing Federation Square provides a distinct and dramatic backdrop to the space. It also features an activated ground floor edge with open shop fronts and an outdoor dining fringe.

Programming and Events

Federation Square is an iconic public space that caters a large number of important civic events. On a daily basis, the space supports smaller activities and initiatives.





GASWORKS, BRISBANE



Landscape and Public Realm

Gasworks is landscape focused public space with the capacity to cater for large events and gatherings. The space is defined by a distinct heritage structure that frames and defines the space. The ground plane design plays a key role in unifying and connecting the precinct.

Built Form and Land Use

Gasworks is framed by a series of tall buildings that transition down to small scale forms neighbouring the main plaza. The ground floor is largely activated by a variety of retail and dining options as well as professional services.

Programming and Events

Gasworks has a healthy day and evening economy, largely supported by surrounding ground floor uses. The space also benefits from its dramatic and distinct setting that host to a number of community events throughout the year.



BRISBANE SQUARE, BRISBANE



Landscape and Public Realm

Brisbane Square is an important civic space, with a high quality public realm featuring stone paving, landscaping, lighting, street furniture and public art. It is a sophisticated, muted palette that compliments bold and varied surrounding built form.

Built Form and Land Use

Brisbane Square benefits from its location on a main city street and at the top of the Queen Street Mall. It operates as both a thoroughfare and a space for events and gathering. The space is nestled between an important heritage building and an iconic city tower that both offer activated ground floor uses.

Programming and Events

Brisbane Square hosts a diverse range of events, from regular city farmers markets, to occasional festivals to small group gatherings. These events support a healthy day and evening economy within the space.



LANEWAYS AND ARCADES

QV, MELBOURNE

Typical Length **195M**

Typical Width **8M**

Built Form and Land Use

Located in the heart of Melbourne's CBD, QV responds to its highly urban setting by adopting a clear and legible circulation grid to provide a sense of order and structure across a multi-level, super mixed-use centre.

Public Realm

QV features a public square at the heart of its centre, with a range of shopping and dining experiences that stem from it. The public realm is brightly coloured to reflect the aspirations of the centre as a vibrant and dynamic hub. Maximum connectivity and access is provided through a variation of narrow to wide retail corridors.

Programming and Events

QV offers an extensive range of centre activities and initiatives catered to all ages, interests and backgrounds. From a silent disco, to a pop up dessert bar to children shows, QV is never short of an idea to draw the crowds.



THE GALERIES, SYDNEY

Typical Length **85M**

Typical Width **9 - 12M**

Built Form and Land Use

The Galleries in Sydney's CBD offers a flavour of historic charm and modern elegance to create a memorable shopping experience. Spread out over three storeys the centre houses a variety of retail and dining options from general supermarkets to boutique specialty stores to pop up coffee carts.

Public Realm

The public realm features generous corridors, with ample seating and minimal planting. The space are often brought to life with digital installations, projections, and pop up kiosks.

Programming and Events

The Galleries has turned to digital media (in the form or a blog and app) to connect with its visitors and promote a sense of community. The blog shares information and insight on a broad range of lifestyle agendas to cater to the diverse needs and interests of a broad demographic.





19 JAMES ST, BRISBANE

Typical Length **33M**

Typical Width **5M**

Landscape and Public Realm

19 James Street incorporates an intimate network of laneways defined by a simple palette of materials and lush subtropical planting. Given Brisbane's warm climate, 19 James Street uniquely offers cool outdoor spaces that capture breezes and natural light to provide a comfortable and dynamic setting.

Built Form and Land Use

As a two storey building, the ground plane contains a large number of active edges with a variety of shop fronts, cafes and restaurants. Meanwhile, the network of covered laneways provides strong connectivity and access to the street and carparking for an enhanced experience.

Programming and Events

19 James Street plays a key and complimentary role to the greater success of James Street. It is a stand out venue with the network of laneways offering a more intimate and private setting for smaller gatherings to counterbalance the main events on the main street.



THE VILLAGE CHERMSIDE, BRISBANE

Typical Length **100M**

Typical Width **12M**

Landscape and Public Realm

The landscape and public realm design at Chermshire shopping centre celebrates a rich subtropical planting palette with a vibrant playful approach. The public realm is an attractive, engaging and tactile setting that appeals to the broad demographics from families to teens visiting the centre.

Built Form and Land Use

Similar to 19 James Street, The Village is a two storey precinct with inviting and active uses to the ground floor, and less-active secondary uses (such as professional services) to the first floor.

Programming and Events

The Village Chermshire is an exciting new approach to suburban shopping centres. Beyond the outstanding design of the space and public realm, the centre has an extensive events program supporting a lively day and evening economy across all days of the week.



D.4 PRECEDENT KEY LEARNINGS

The following points have been formed from the precedents study and should be considered as the public realm design progresses.

KEY LEARNINGS FOR NICHOLAS STREET

JAMES STREET

- Use significant canopy trees along Nicholas Street that will in time become the heroes of the street
- Where appropriate, a provision for 500 - 1000mm wide planting along the shopfront will add additional landscape character
- Utilize the street for events and develop a strong marketing campaign that builds the place brand

MACQUARIE MALL

- Use a simple and structured layout for the street to provide flexibility for events and future activation strategies
- Provision for water play with lighting to prolong hours of use into the night dining period
- Consider a catenary lighting strategy

ACLAND STREET

- High quality pavement should be used
- Organise street seating in communal clusters
- Utilise colour in heroic elements

THE LEVEE

- Consider a shared zone response in streetscape
- Retail pods must be architecturally designed and tie into the overall character



KEY LEARNINGS FOR PUBLIC PLAZA

DARLING QUARTER

- Water play element must be a significant feature of the city centre to attract families and extend hours of stay
- The F&B offer and its connection with the 'water play' should drive the city centre as a destination
- Provide seating and respite opportunities around water play element

FEDERATION SQUARE

- Provision for a large public screen and flexible seating should be accounted for
- Locate F&B tenancies in prime positions on the square
- Maintain a scale that is appropriate for Ipswich during all modes (everyday and Event)

GASWORKS

- Position F&B to front onto the square for maximum value
- Develop a lighting strategy that becomes an attraction for the city centre at night
- Scale of space (approx 30 x 40) is appropriate for space that maintains its energy during the day and can hold medium scaled events

BRISBANE SQUARE

- Position public art throughout public realm
- Create shaded seating zones under canopy trees
- Appropriate scale for medium to large scale events
- 35M spacing between F&B frontages should be the maximum

KEY LEARNINGS FOR LANEWAYS/ RETAIL ARCADE

QV

- Use anchored arcades with natural light
- Consider a maximum width of 8m that connects to a central plaza

THE GALERIES

- Use cranks in the layout to open up frontages to sightlines
- Consider an atrium for natural light
- Use digital media throughout the laneways and arcades

19 JAMES STREET

- Use landscape throughout the laneway
- Consider an outdoor environment that is covered

THE VILLAGE

- Use landscape throughout the laneway
- Consider an outdoor environment that is covered
- For F&B deliver a diverse mix and provide space for outdoor seating

