

# IPSWICH MASTER PLAN REVIEW

A REVIEW OF KEY STRATEGIC PROJECTS

PREPARED FOR  
**IPSWICH CITY COUNCIL**  
13TH MAY 2019





ICC

IPSWICH CITY COUNCIL

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### **PART C** UNFOLDING OUR FUTURE

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## PART A

# OUR CITY CENTRE

- A.1 Introduction to document
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### A.1 Introduction to document

**Looking back over the last 20 years, the City of Ipswich as a regional centre has undergone quite a bit of change. In order to prioritise redevelopment efforts and focused investments, a number of master planning and strategic pieces of work were carried out over that period of time. Of this visionary of future focused work that has already been undertaken, much remains in the pipeline for further investigation.**

The objective of this piece of work is to stitch together the various strategies and plans that have been undertaken since the mid-2000s, some of which are overlapping, and assess their relevance in relation to delivered investment and development and how this sits with the future direction and strategic priorities of Ipswich.

Through the review process the study will outline the key projects and initiatives, and their relative status and relevance in the context of today.

Finally this report will provide some initial high level recommendations for the strategic priorities of the Ipswich's Centre and next steps towards unlocking Ipswich's latent potential.





## A.2 Current planning documents

### IPSWICH REGIONAL CENTRE STRATEGY MASTER PLAN 2008

This document provided a coherent and exciting vision for the centre and necessary action for the evolution of Ipswich Centre. While the strategy was delivered in 2008, it is still highly relevant to Ipswich's future as it provides a starting point for action in the immediate future.

#### Key Document Considerations:

- Document was endorsed in 2008 and requires an update to align with activity over the past decade.
- Development capacity set out within precincts is dependant upon market conditions

### NORTH IPSWICH OPEN SPACE MASTER PLAN 2018

The North Ipswich Open Space Master Plan 2018 provides a strategic direction for the future sustainable development of the Open Space network on the banks of the Bremer River.

#### Key Document Considerations:

- Consideration of other Open Spaces outside of North Ipswich study area
- Integration with potential North Ipswich Stadium and Transport studies

## A.3 Ipswich City Centre Precincts

**The Ipswich Centre is defined by Ten Precincts - each with an individual role and function that together create a vibrant and successful centre.**

The following plan outlines the ten precincts of Ipswich centre which includes;

- 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 & Health
- 9 Limestone Park
- 10 Additional Rail Corridor





## PART B

# CURRENT STATE OF PLAY

- B.1 Review Introduction
- B.2 Ipswich Centre Core Precinct
- B.3 Ipswich Centre South precinct
- B.4 The Terrace precinct
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- B.6 Top of Town Precinct
- B.7 West Ipswich Precinct
- B.8 North Ipswich Railyards Precinct
- B.9 University Village precinct
- B.10 Limestone Park precinct
- B.11 Additional rail corridor precinct

### B.1 Review introduction

**This section provides a high-level master plan review based on existing and planned development within each of the Ipswich Centre precincts.**

With consideration to the existing documents and strategies in place, the aim of this section is to provide a review to identify the level of implementation activity and whether development has aligned to the aspirations set out in the Ipswich Regional Centre Strategy 2008.





**LEGEND**

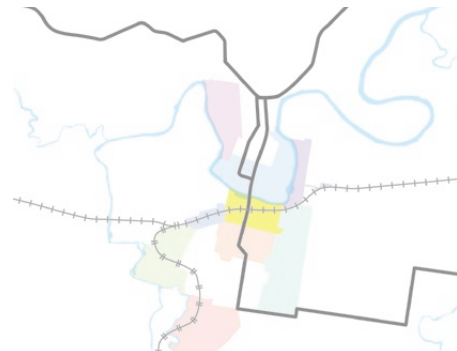
- 1 Ipswich Centre Core
- 2 Ipswich Centre South
- 3 The Terrace
- 4 Bremer East
- 5 Top of Town
- 6 West Ipswich
- 7 North Ipswich Railyards
- 8 University & Health
- 9 Limestone Park
- 10 Additional Rail Corridor

## B.2 Ipswich Centre Core Precinct

**The Centre Core Precinct is located on the southern side of the Bremer River. The Precinct is made up of a mix of civic, administration, cultural, employment, tourism and social uses and is the identified heart of the Ipswich City Centre.**

The development of the Riverlink shopping centre on the northern side of the Bremer River has seen a slow deterioration of retail and lifestyle activity over the past decade. Re-engagement of these uses is critical to the growth of the core and more broadly of the Ipswich Centre.

The current redevelopment of the Nicholas Street Precinct into an entertainment precinct supported by civic uses, retail and F&B will help drive reinvestment into the Centre Core.












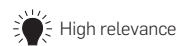
Key elements and places within the Centre Core Precinct include:

- Ipswich City Council offices
- Ipswich train station
- Nicholas Street development
- Ipswich Art Gallery
- Pedestrian Bridge
- Riverheart Parklands



**Figure 1** Ipswich Centre Core

PREVIOUS MASTER PLAN WORK	PROJECT INTENT	IDENTIFIED CATALYST PROJECTS	IMPLEMENTATION STATUS OF CATALYST PROJECT		RELEVANCE IN 2019
<b>Ipswich Regional Centre Strategy (2008)</b>	<ul style="list-style-type: none"> <li>Reinforce as heart by focusing the most intense development</li> <li>Connect to other parts of the city centre</li> <li>Increase connections to the river</li> <li>High quality public realm for pedestrian movement and development</li> <li>Promote public transport use and pedestrian priority environment</li> </ul>	<ul style="list-style-type: none"> <li>Series of Pedestrian / cycle bridges</li> </ul>		Not yet implemented. There are high-level references to a bridge crossing in 2018 North Ipswich Open Space MP.	 Highly relevant due to relationship with Bremer River and connection with Riverlink/The Terrace Precinct.
		<ul style="list-style-type: none"> <li>Strategy to locate State &amp; Federal Government administrative functions in Ipswich.</li> </ul>		Requires ICC input	 If located within the precinct, these functions could serve as anchors, delivering frequent demand.
		<ul style="list-style-type: none"> <li>Implement rail infrastructure: high frequency express passenger rail to Brisbane.</li> </ul>		Requires ICC input	 Passenger rail link to Brisbane exists and a crucial component. Although higher frequency services are preferable, it is not relevant.
		<ul style="list-style-type: none"> <li>Strategy for Bremer River crossings and inter-regional road connections (redirecting traffic movements out of the Centre Core).</li> </ul>		There are some high-level explorations of bridge crossings in the 2018 North Ipswich Open Space Master Plan.	 Highly relevant as this will inform street hierarchies and responses in a Master Plan exercise.
		<ul style="list-style-type: none"> <li>Convert Brisbane Street and Limestone Street to two-way streets.</li> </ul>		These still exist as one-way streets.	 Many potential development opportunities may emerge if these streets are converted to a two-way direction.



High relevance



Moderate relevance



















Low relevance

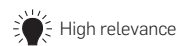


No relevance



PREVIOUS MASTER PLAN WORK	PROJECT INTENT	IDENTIFIED CATALYST PROJECTS	IMPLEMENTATION STATUS OF CATALYST PROJECT		RELEVANCE IN 2019	
<b>Continued:</b> Ipswich Regional Centre Strategy (2008)	<b>Continued:</b> <ul style="list-style-type: none"> <li>Reinforce as heart by focusing the most intense development</li> <li>Connect to other parts of the city centre</li> <li>Increase connections to the river</li> <li>High quality public realm for pedestrian movement and development</li> <li>Promote public transport use and pedestrian priority environment</li> </ul>	<ul style="list-style-type: none"> <li>Regular north-south public transport service from future University rail station to North Ipswich Railway Workshops.</li> </ul>		515 bus service runs every 15 minutes north-south through the Ipswich core.		This corridor can be utilised to connect precincts and anchor density around.
		<ul style="list-style-type: none"> <li>Redevelop transit centre to include civic plaza and bus interchange, while improving relationship with the River.</li> </ul>		No change in status.		An improved transit centre could fundamentally change the Centre Core's role and function.
		<ul style="list-style-type: none"> <li>Ipswich City Square and Ellenborough Street sites as a Priority Development Area.</li> </ul>		No change in status.		This may unlock potential development opportunities.
		<ul style="list-style-type: none"> <li>Performing Arts Complex with public square.</li> </ul>		Initial concepts developed as part of Nicholas Street development		Not relevant, as addressed in more recent proposals.
<b>North Ipswich Open Space Master Plan: Study Precincts (2018)</b>	<b>Bremer Street:</b> <ul style="list-style-type: none"> <li>Connect Bremer Street to River Heart Parklands, Bell Street, Ellenborough Street and Nicholas Street.</li> <li>Improve visual and physical connection across River to the CBD.</li> </ul>	<ul style="list-style-type: none"> <li>Skybridge from Mall to River's Edge (includes viewing deck over Bremer River)</li> </ul>		No change in status - NIOS MP recently published.		Less relevant, as does not serve as an additional connection.
	<b>King Edward Parade (West):</b> <ul style="list-style-type: none"> <li>Redevelopment as continuous, open space network - cultural precincts, sports stadium, improved recreational facilities.</li> <li>Strategies for safe pedestrian movement between King Edward Parade with Bell, Bremer and Nicholas Streets.</li> </ul>	<ul style="list-style-type: none"> <li>New pedestrian bridge</li> </ul>		No change in status - NIOS MP recently published.		This would facilitate a key linkage across the River.

PREVIOUS MASTER PLAN WORK	PROJECT INTENT	IDENTIFIED CATALYST PROJECTS	IMPLEMENTATION STATUS OF CATALYST PROJECT		RELEVANCE IN 2019
Smart City Opportunities - Ipswich CBD Redevelopment (2017)	<b>Nicholas Street Precinct:</b> <ul style="list-style-type: none"> <li>Prioritise desired smart city solutions</li> <li>Detailed cost/benefit analysis of technologies</li> <li>Identify potential partners, sponsors and external funding sources</li> <li>Consolidate with ICC Smart Cities initiatives</li> <li>Use vendor and stakeholder surveys to identify future opportunities</li> </ul>	<b>Nicholas and Union Streets:</b> <ul style="list-style-type: none"> <li>Wayfinding, digital walking tours, smart lighting, electric vehicle charging, safe city CCTV, smart parking, intelligent seating</li> </ul>	—	Requires ICC input	 Will have a moderate impact on the public realm.
		<b>Civic Square:</b> <ul style="list-style-type: none"> <li>Digital art installation, digital playground, smart fountain, giant LED screen, digital sports, social media, digital light shows</li> </ul>	✓	To be integrated in future built work.	 Public realm will be anchored around several of these features.
		<b>Retail, food and beverage:</b> <ul style="list-style-type: none"> <li>Customer analytics, online menus, app reservations, variable pricing (food trucks), online ticketing</li> </ul>	✓	Will occur organically with new vendors, as a market expectation.	 Minimal relevance with the physical public realm.
		<b>Council building, library and services:</b> <ul style="list-style-type: none"> <li>Smart environmental management, augmented reality, digital kiosks, interactive screens, robot cleaners, bin/manhole monitoring, sustainable power, smart meters, security monitoring, high speed internet, responsive traffic management</li> </ul>	—	Requires ICC input	 Will have a moderate impact on the public realm design and function.



High relevance



Moderate relevance



Low relevance

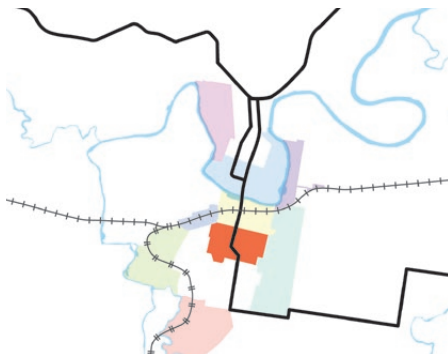


No relevance

## B.2 Ipswich Centre South Precinct

**Ipswich's Centre South Precinct sits between Denmark Hill and the Centre Core Precinct. Much of this precinct is largely based around health, service and community uses.**

An expansion to the hospital was completed in 2014, with further expansion to the hospital and broader medical precinct committed and expected to start development this year. This will transform the precinct and create new direction for investment in other uses including allied health services, commercial and accommodation, while attracting more jobs and residents to the city centre.









Key elements within the Centre South Precinct include:

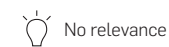
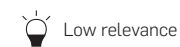
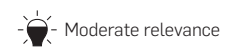
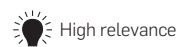
- Ipswich Civic Centre
- Ipswich Hospital, St Andrew's Private Hospital, the ambulance station and other major medical facilities
- Civic uses such as the Ipswich Central Library and Police Station
- Ipswich District Court
- Ipswich Centrelink
- University of Queensland Clinical School



**Figure 2** Ipswich Centre South



PREVIOUS MASTER PLAN WORK	PROJECT INTENT	IDENTIFIED CATALYST PROJECTS	IMPLEMENTATION STATUS OF CATALYST PROJECT		RELEVANCE IN 2019
Ipswich Regional Centre Strategy (2008)	<ul style="list-style-type: none"> <li>Improve public transport and pedestrian connectivity between Centre South and Key Revitalisation Areas</li> <li>Shaded avenues between Queens and Limestone Parks and Denmark Hill</li> <li>Encourage growth of 'health hub'</li> <li>Facilitate adaptive reuse and redevelopment of Ipswich Hospital site</li> <li>Increase residential densities around north-south public transport spine</li> </ul>	<ul style="list-style-type: none"> <li>Brisbane and Limestone Street to two-way streets.</li> </ul>		These still exist as one-way streets.	 Many potential development opportunities may emerge if these streets are converted to a two-way direction.
		<ul style="list-style-type: none"> <li>North-south public transport service</li> </ul>		515 bus service runs every 15 minutes north-south through the Ipswich core.	 This corridor can be utilised to connect precincts and anchor density around.
		<ul style="list-style-type: none"> <li>Improve relationships between Health Hub, Public Hospital and existing CBD Medical Services precinct.</li> </ul>		Health Hub and Public Hospital have successfully co-developed. Less clear links with CBD Medical Services precinct.	 Priority anchor in terms of local and regional employment, investment and visitation.



### B.3 The Terrace Precinct

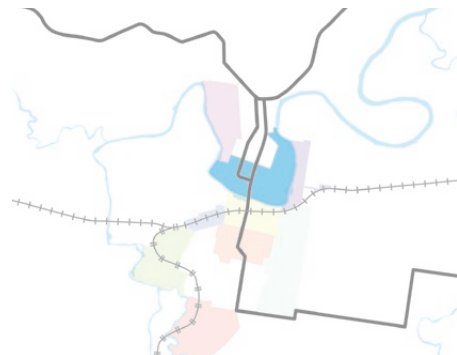
**Ipswich's Terrace Precinct sits on the northern side of the Bremer River. The precinct is made up of a mix of retail, commercial and low-scale residential uses.**

Limited development has happened within this precinct since the development of the previous master plan in 2008. Redevelopment of the Woollen Mills Heritage Precinct was earmarked however the design process is yet to happen.















The existing sporting facilities between Woollen Mills and Riverlink Shopping Centre has been previously considered for investment in a regional stadium.

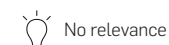
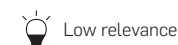
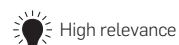
Key elements within the Terrace Precinct include:

- Riverlink shopping centre
- North Ipswich Reserve
- Woollen Mills
- The Terrace Reserve
- River frontage
- Cribb Park



**Figure 3** The Terrace precinct

PREVIOUS MASTER PLAN WORK	PROJECT INTENT	IDENTIFIED CATALYST PROJECTS	IMPLEMENTATION STATUS OF CATALYST PROJECT		RELEVANCE IN 2019	
<b>Ipswich Regional Centre Strategy (2008)</b>	<ul style="list-style-type: none"> <li>Deliver new bridge connections</li> <li>High-density residentially led mixed use community</li> <li>Redevelop key waterside sites</li> <li>Integrate existing destinations</li> <li>Connections to Bremer East and North Ipswich Rail Yards</li> </ul>	<ul style="list-style-type: none"> <li>Series of Pedestrian/cycle bridges</li> </ul>		No change in status. Recently explored at a high-level in the NIOS MP.		This would facilitate a key linkage across the River.
		<ul style="list-style-type: none"> <li>Strategy for Bremer River crossings and inter-regional road connections (redirecting traffic movements out of the Centre Core)</li> </ul>		There are some high-level explorations of bridge crossings in the 2018 North Ipswich Open Space Master Plan.		Highly relevant as this will inform street hierarchies and responses in a Master Plan exercise.
		<ul style="list-style-type: none"> <li>North-south public transport service</li> </ul>		515 bus service runs every 15 minutes north-south through the Ipswich core.		This corridor can be utilised to connect precincts and anchor density around.
<b>North Ipswich Open Space Master Plan: Study Precincts (2018)</b>	<b>Riverlink:</b> <ul style="list-style-type: none"> <li>Safe and equitable movement of pedestrians through precinct and regional path network (linear open space network).</li> </ul>	<ul style="list-style-type: none"> <li>Pedestrian access to Bradfield Bridge.</li> </ul>		No change in status. Recently explored at a high-level in the NIOS MP.		Less relevant, as will not be organising larger built form elements. Can be added at a later stage.
	<b>Sports Precinct:</b> <ul style="list-style-type: none"> <li>Redevelop existing sports fields to regional precinct</li> <li>Public transport connections to CBD, bars and restaurants</li> <li>Place of community pride on 'game day'</li> </ul>	<ul style="list-style-type: none"> <li>Stadium location studies</li> <li>Active transport bridge</li> </ul>	 	High-level location options explored. Explored at a high-level.	 	Highly relevant as would anchor all activity in surrounding precincts. Relevant as may facilitate connections.
	<b>Woollen Mills:</b> <ul style="list-style-type: none"> <li>Redevelopment of the old Woollen Mill building (former Boral site) to cultural and recreation precinct.</li> <li>Positioned as a place for youth demographic.</li> </ul>	Proposed: <ul style="list-style-type: none"> <li>Event space</li> <li>Skate precinct</li> <li>Amphitheatre</li> <li>Tree top board walk</li> <li>Outdoor climbing wall</li> <li>Active transport bridge</li> </ul>		No change in status. Recently explored at a high-level in the NIOS MP.		Highly relevant as creates a new activity node for inner Ipswich, and should be prioritised accordingly.





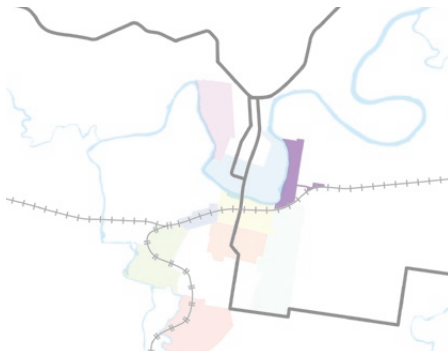
#### B.4 Bremer East Precinct

**Bremer East Precinct is located on the eastern side of the Bremer River. Current uses are almost entirely low density residential.**



The previous master plan had designated the area as high to medium density residential, however given the slow take up of higher density living within the Ipswich Region, this precinct has not developed.

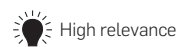
Key elements within the Terrace Precinct include:

- Predominantly low density residential



**Figure 4** Bremer East Precinct

PREVIOUS MASTER PLAN WORK	PROJECT INTENT	IDENTIFIED CATALYST PROJECTS	IMPLEMENTATION STATUS OF CATALYST PROJECT	RELEVANCE IN 2019
<b>Ipswich Regional Centre Strategy (2008)</b>	<ul style="list-style-type: none"> <li>• Compact residentially led mixed use development overlooking the river.</li> <li>• Maximise linkages between East Ipswich Station and the Terrace.</li> <li>• Utilise steep topography to mitigate any impacts to surrounding character housing.</li> </ul>	<ul style="list-style-type: none"> <li>• Strategy for Bremer River crossings and inter-regional road connections (redirecting traffic movements out of the Centre Core).</li> </ul>	 There are some high-level explorations of bridge crossings in the 2018 North Ipswich Open Space Master Plan.	 Highly relevant as this will inform street hierarchies and responses in a Master Plan exercise.



High relevance



Moderate relevance



Low relevance



No relevance

### B.5 Top of Town Precinct

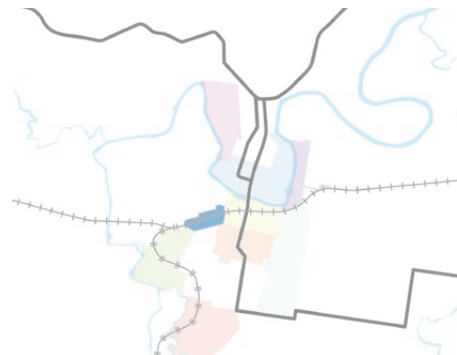
**As a street of heritage gems, The Top of Town Precinct is an unprecedented example of Ipswich's rich heritage. Located immediately to the west of the Centre Core, it is defined by fine grain heritage buildings that house a mix of F&B, retail and commercial uses.**

Although this precinct has transformed at the ground level, the scale and density previously identified for the precinct has not been achieved.

The northern side of the railway line has remained generally unchanged with the exception of some heritage reactivation.



Key elements within the Terrace Precinct include:

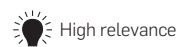
- Heritage re-use



**Figure 5** Top of Town Precinct



PREVIOUS MASTER PLAN WORK	PROJECT INTENT	IDENTIFIED CATALYST PROJECTS	IMPLEMENTATION STATUS OF CATALYST PROJECT		RELEVANCE IN 2019
<b>Ipswich Regional Centre Strategy (2008)</b>	<ul style="list-style-type: none"> <li>• Ensure heritage buildings reused with under-utilised spaces on Brisbane Street redeveloped as studios or creative industry spaces</li> <li>• Brisbane Street as premier on-street dining precinct</li> <li>• Encourage infill development</li> <li>• Mix of land uses, public spaces and built form create a distinctive character</li> <li>• Remove existing stabiling yards to unlock development potential over the railway line and reduce the overall corridor width</li> </ul>	<ul style="list-style-type: none"> <li>• Convert Brisbane and Limestone Street to two-way streets</li> </ul>		These still exist as one-way streets.	 Many potential development opportunities may emerge if these streets are converted to a two-way direction.



High relevance



Moderate relevance



Low relevance



No relevance

## B.6 West Precinct

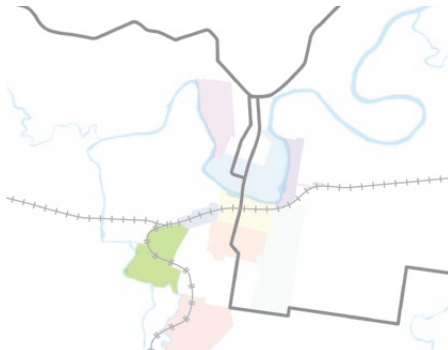
**West Ipswich Precinct is located just south of the Top of Town Precinct and adjacent the University Precinct. The precinct is generally characterised by light and service industry.**

The development of service and large format retail has directed the use of the precinct towards mixed industry and business. The intent of the master plan was to transition away from industry uses, however the introduction of Bunnings and bulky goods is counter intuitive towards a residential direction. The general intent for





this precinct should be reconsidered based on development that has transpired.

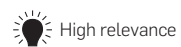
Key elements in the precinct include:

- Bunnings
- Light industry/large format retail
- Low density residential
- Service retail



**Figure 6** West Ipswich Precinct

PREVIOUS MASTER PLAN WORK	PROJECT INTENT	IDENTIFIED CATALYST PROJECTS	IMPLEMENTATION STATUS OF CATALYST PROJECT		RELEVANCE IN 2019
<b>Ipswich Regional Centre Strategy (2008)</b>	<ul style="list-style-type: none"> <li>Transition land use to mix of workshops, live/work accommodation, residential, fine-grained retail and commercial uses.</li> <li>Brisbane Street as a principal focus for activity and transit.</li> </ul>	<ul style="list-style-type: none"> <li>Reduce the scale of urban blocks.</li> </ul>		This has been developed as a light industrial, big box precinct.	 <p>There is little appetite in the current market for additional small-lot housing options.</p>
		<ul style="list-style-type: none"> <li>Restrict height</li> </ul>		Height typically limited to two storey (although these are commercial floor plates - typically higher than domestic).	 <p>If this precinct continues to develop in a large lot, industrial manner, height is of less importance.</p>



High relevance



Moderate relevance



Low relevance



No relevance



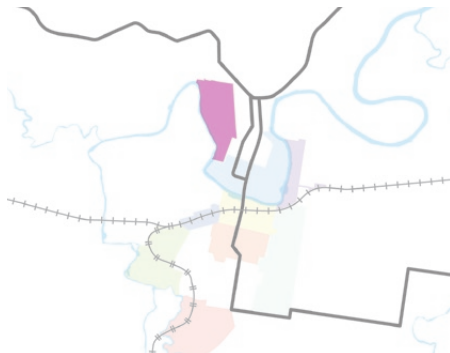
## B.6 North Ipswich Railyards Precinct

**The North Ipswich Railyards Precinct is located to the north of The Terrace and is a great opportunity for the city.**









A number of high-level master plan strategies have been considered for this site with the development of the Vision Plan in 2011, although development has not happened. This is similar for the surrounding areas which is mostly low density residential.

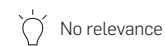
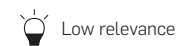
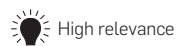
Key elements in the precinct include:

- The Workshops Rail Museum
- Low density residential



**Figure 7** West Ipswich Precinct area

PREVIOUS MASTER PLAN WORK	PROJECT INTENT	IDENTIFIED CATALYST PROJECTS	IMPLEMENTATION STATUS OF CATALYST PROJECT		RELEVANCE IN 2019
<b>Ipswich Regional Centre Strategy (2008)</b>	<ul style="list-style-type: none"> <li>Retain as working railway yard; offer tourism rail connection between workshops and Centre Core.</li> <li>Improve connection to Railway Yards with the Terrace and Centre Core.</li> <li>Unlock excess land for redevelopment for tourism and access to the Bremer River.</li> <li>Limit piecemeal/inappropriately scaled development.</li> </ul>	<ul style="list-style-type: none"> <li>North Ipswich to Brassall pedestrian/cycle bridge and path network</li> </ul>		High level options explored in 2018 North Ipswich Open Space Master Plan.	 Relevant for active transport connections across Ipswich.
		<ul style="list-style-type: none"> <li>North-south public transport service</li> </ul>		515 bus service runs every 15 minutes north-south through the Ipswich core	 This corridor can be utilised to connect precincts and anchor density.
		<ul style="list-style-type: none"> <li>Develop a detailed precinct plan exploring options for the North Ipswich Railway yards (QR, Leda and Queensland Museum land)</li> </ul>		Vision Plan completed in 2011. High level options explored in 2018 North Ipswich Open Space Master Plan.	 Clarity around the future of this site will unlock further development and investment opportunities across Ipswich.
<b>North Ipswich Open Space Master Plan: Study Precincts (2018)</b>	<ul style="list-style-type: none"> <li>Regionally significant community destination (tourism, heritage, cultural, civic, commercial, recreation).</li> <li>Public transport links to Ipswich CBD.</li> </ul>	<p>Key proposed elements:</p> <ul style="list-style-type: none"> <li>Entry forecourt</li> <li>Railway, motor vehicle, aircraft museums</li> <li>Creative art studios</li> <li>Retail</li> <li>Events and performance spaces</li> <li>Light rail network</li> <li>Exhibition hall</li> <li>Public swimming lagoon</li> <li>Regional adventure playground</li> <li>Future development sites</li> </ul>		No change in status.	 Clarity around the future of this site will unlock further development and investment opportunities across Ipswich.



## B.7 University Village Precinct

**As a major driver of Ipswich's education future, The University Village Precinct is uniquely positioned to the south of the Ipswich Centre, encompassing University of Southern Queensland, Bremer State High School and Ipswich Showgrounds.**

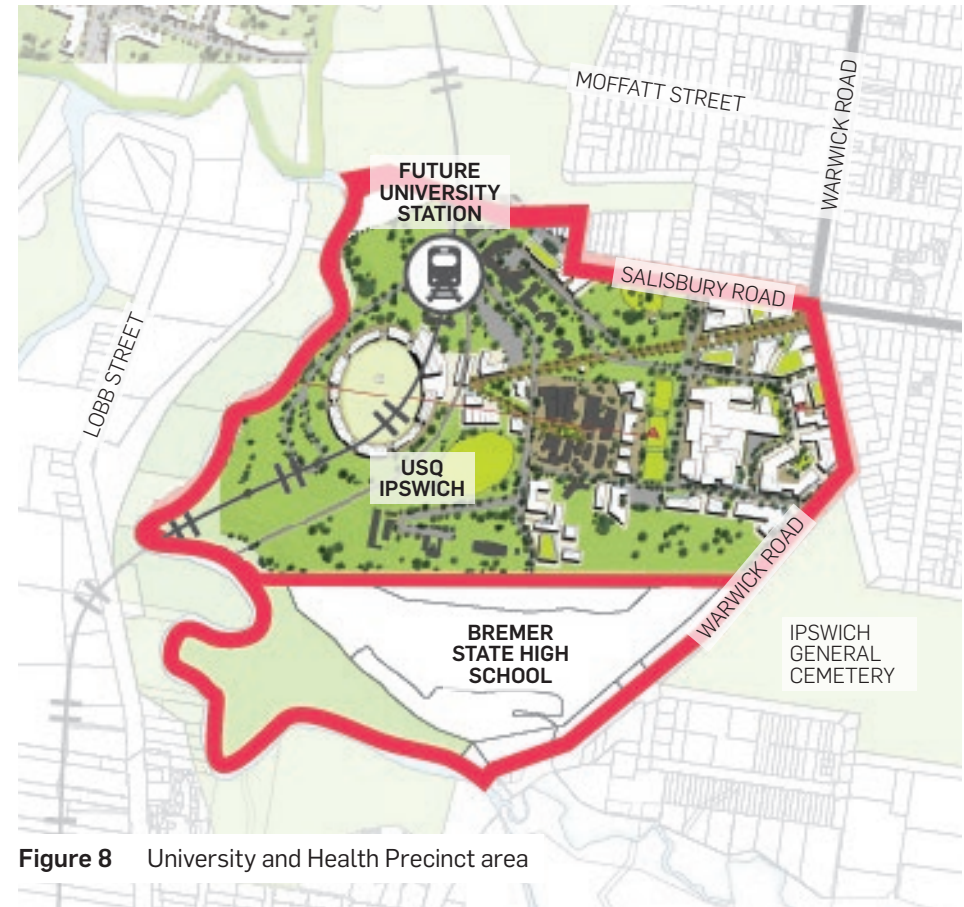
At the time of the 2008 Master Plan, the land was owned by the University of Queensland, but has since been taken over by the University of Southern Queensland (2015). The University of Southern Queensland is currently in the process of developing a master plan and strategic

direction for their campuses. This will consider future development opportunities and how best to position themselves for the Ipswich campus.

The campus is located adjacent a number of beneficial services. A future railway station was suggested as part of the 2008 Master Plan, which would improve accessibility to the campus.





Key elements in the precinct include:

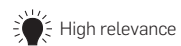
- Ipswich Showgrounds
- University of Southern Queensland, Ipswich Campus
- Bremer State High School



**Figure 8** University and Health Precinct area



PREVIOUS MASTER PLAN WORK	PROJECT INTENT	IDENTIFIED CATALYST PROJECTS	IMPLEMENTATION STATUS OF CATALYST PROJECT		RELEVANCE IN 2019
Ipswich Regional Centre Strategy (2008)	<ul style="list-style-type: none"> <li>Capitalise on proposed rail station as main arrival point.</li> <li>Establish clear pedestrian/cycle spines as organising devices.</li> <li>Compact and intense forms of development on showgrounds site.</li> <li>Explore development of new multi-sport and mixed-use stadium complex.</li> </ul>	<ul style="list-style-type: none"> <li>North-south public transport service</li> </ul>		515 bus service runs every 15 minutes north-south through the Ipswich core.	 This corridor can be utilised to connect precincts and anchor density.
		<ul style="list-style-type: none"> <li>Improve relationships between Health Hub, Public Hospital and existing CBD Medical Services precinct.</li> </ul>		Health Hub and Public Hospital have successfully co-developed. Less clear links with CBD Medical Services precinct.	 Priority anchor in terms of local and regional employment, investment and visitation.



High relevance



Moderate relevance



Low relevance



No relevance

### B.7 Limestone Park Precinct

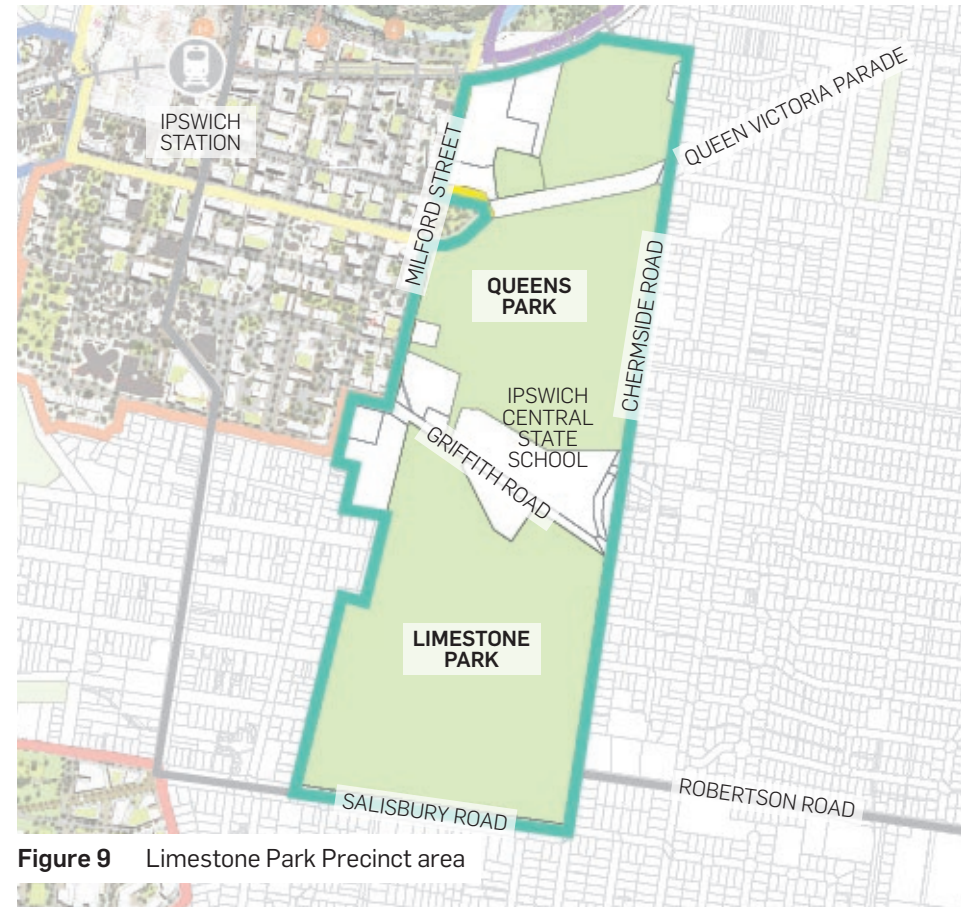
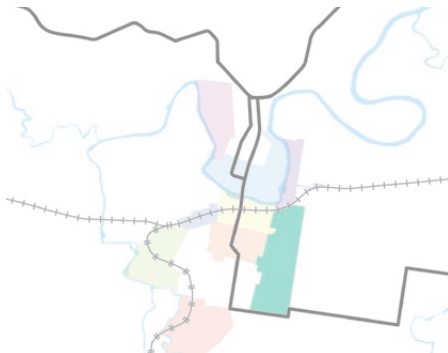
**Limestone Park Precinct is located to the east of the Core Precinct and is made up of both Limestone Park and Queens Park - the city's signature parkland. A Master Plan was developed for this precinct in 2009.**

Some elements of the master plan have been developed during the past 10 years however improvements have been limited to pedestrian pathways and car parking.


Key elements in the precinct include:

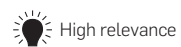
- Major sporting clubs (netball, football, bowling, etc)
- Ipswich Netball Association

- Police Citizens Youth Club Ipswich
- Education - Ipswich Central State School, Girls Grammar School, Ipswich Special School
- Ipswich Nature Centre
- Queens Park
- Lions Lookout
- Ipswich Visitor Information Club



**Figure 9** Limestone Park Precinct area

PREVIOUS MASTER PLAN WORK	PROJECT INTENT	IDENTIFIED CATALYST PROJECTS	IMPLEMENTATION STATUS OF CATALYST PROJECT	RELEVANCE IN 2019
<b>Limestone Park Master Plan (2009)</b>	Facilitate upgrades to Limestone Park as a regional facility.	Proposed: <ul style="list-style-type: none"> <li>• Land bridge to Queens park</li> <li>• Small amphitheatre</li> <li>• Road crossings as traffic calming</li> <li>• Spectator seating</li> <li>• Fitness precinct</li> <li>• Teen action space</li> <li>• New park furniture</li> <li>• Materials and planting palette provided</li> </ul>	 Partly implemented: path network and car parks introduced.	 10 year Master Plan lifespan (expires 2019)



High relevance



Moderate relevance



Low relevance



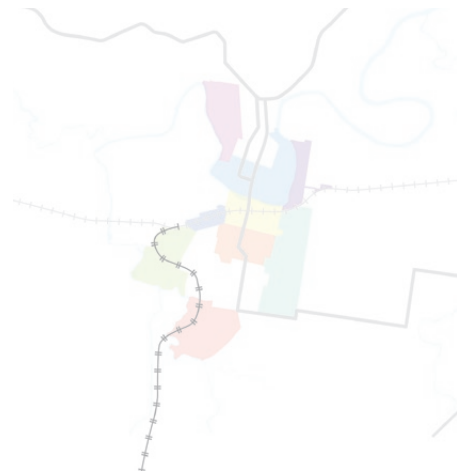
No relevance





### B.7 Additional Rail Corridor Precinct

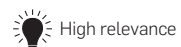
**A new 25km railway corridor between Ipswich Central and Springfield Central has been proposed. The project is proposed to include a heavy rail line and nine new stations.**

A new railway line will provide essential public transport connectivity between Ipswich, Springfield and Ripley Valley and more broadly onto Brisbane. Population growth within this corridor is expected to rise by more than 126,000 over the next 7 years and new public transport initiatives will be critical to cater for this growth.



**Figure 10** Railway Corridor

PREVIOUS MASTER PLAN WORK	PROJECT INTENT	IDENTIFIED CATALYST PROJECTS	IMPLEMENTATION STATUS OF CATALYST PROJECT		RELEVANCE IN 2019
<b>Ipswich Central to Springfield Central Public Transport Corridor</b>	<ul style="list-style-type: none"> <li>• Construction of new rail line</li> <li>• Construction of 9 new stations</li> <li>• Avoids increased expenditure on road upgrades</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Business Case</li> </ul>		In progress - document recently published in February 2019.	 <ul style="list-style-type: none"> <li>• Its implementation will have a broader impact on the positioning, role and function of Ipswich.</li> <li>• Ipswich-Springfield corridor population projected to grow by approx. 140,000 people by 2036</li> <li>• Network effectiveness and road congestion reduce economic productivity and quality of life.</li> </ul>



High relevance



Moderate relevance



Low relevance



No relevance

## PART C

# UNFOLDING OUR FUTURE

- C.1 Recommendation Introduction
- C.2 Ipswich Centre Core Precinct
- C.3 Ipswich Centre South Precinct
- C.4 The Terrace Precinct
- C.5 Bremer East Precinct
- C.6 Top of Town Precinct
- C.7 West Ipswich Precinct
- C.8 North Ipswich Railyards Precinct
- C.9 University Village Precinct
- C.10 Limestone Park Precinct
- C.11 Additional rail corridor Precinct

### C.1 Recommendation introduction

Based on the assessment of current conditions against existing council studies, the following section outlines high-level recommendations that will promote private investment through public infrastructure.





Image: Cox Architecture



## B.2 Ipswich Centre Core Precinct

The Ipswich Centre Core is key to Ipswich's future and how the city will transpire in the future. It requires investment in public infrastructure and a development strategy to unlock key development sites to bring people back into the city centre.

### KEY RECOMMENDATIONS

- A detailed master planning exercise is required to more specifically identify new city directions and transformative projects to guide future investment in the core
- There is a need to understand future directions of other major players (education institutions, health, defence, State Government) and develop partnerships and strategies for intensified development within the core
- The redevelopment of the Nicholas Street precinct will assist in redefining the centre
- The conversion of Brisbane Street and Limestone Street to two-ways should still be considered to help drive investment and open the city to better accessibility
- Consideration of broader transport networks and redevelopment of the central train station
- Re-visit streetscape strategy to prioritise capital works
- Consideration for "public-private" incentive program for private works that support the future direction of the core

### REDEFINED PRECINCT INTENT

**Subtropical, active and community driven, the core will be the centre of business, inner city living and our city's lifestyle destination. By day and night our city will be thriving with people.**

## B.3 Ipswich Centre South Precinct

The Ipswich Centre South Precinct delivers our potential to transform as a "Health City". With on-going investment by both hospitals and emerging allied health services, by unlocking the city's greatest development opportunities for health, health education and supportive uses, this precinct holds greatest opportunity for change delivered through private investment.

### KEY RECOMMENDATIONS

- Major expansion of health uses has provided the need to reassess the precinct to ensure predicted growth targets are aligned to the physical structure of the precinct.
- Leverage off the large medical anchors to create a new strategy around activation through additional mixed use and retail uses.
- Better understanding of future population growth will help determine a strategy around the density of residential in the precinct.
- Consider a Development Strategy to unlock council-owned landholdings to enable private development

### REDEFINED PRECINCT INTENT

**Our specialised precinct that will drive our city's reputation as a centre of Health and Health Education. As the our city's key employment hub and economic contributor, it will showcase our talent and attract investment.**

#### C.4 The Terrace Precinct

The Terrace Precinct currently operates with a high volume of people due to Riverlinks role as a key destination. Its role as the retail core of the city is now engrained in the community however the future of the Precinct should move towards a sport and open space focus.

##### KEY RECOMMENDATIONS:

- A detailed open space, sport and rivers edge study should be developed to understand the capacity for inner city sporting uses and the demand for delivering a "city sporting park" that connects all the open space under one sytem.
- A detailed Stadium Business Case should be developed to understanding the pros/cons of investment in a major sporting facility for the city. If suitable, a facility such as this would be a major driver for activation and investment.
- Prepare a detailed Transport Study and Bridge Strategy to inform future investment and decision-making around river crossings.
- Develop a master plan and detailed business case for the redevelopment of Woollen Mills.

##### REDEFINED PRECINCT INTENT

**This is our home of sport. As one, connected open space system it includes sporting fields, recreation parklands, an activated rivers edge and our city's greatest love - our city stadium.**

#### C.5 Bremer East Precinct

The Bremer East Precinct will continue to serve as low density residential and open space that bounds the river. The major driver of the precinct will be its role in delivering a new or multiple connections across the river to The Terrace.

##### KEY RECOMMENDATIONS:

- Reconsider the precinct through new master planning strategies and future city growth and direction
- Prepare a detailed Bridge Strategy to inform future investment and decision-making around river crossings
- Identify opportunities and strategies to activate the river's edge

##### REDEFINED PRECINCT INTENT

**A green space 'bookend' to The Terrace that connects people along and across the Bremer River in an ecological open space.**

## C.6 Top of Town Precinct

The Top of Town has the potential to continue to evolve into one of Australia's most unique and vibrant heritage streets. Taking cues from places like Fremantle in Western Australia or Paddington and Surry Hills in Sydney, The Top of Town should be a strong focus for the City in the immediate future.

### KEY RECOMMENDATIONS:

- Need to provide clarity around the future intent and vision for the Top of Town Precinct.
- Investigations into future growth targets for the city will help to determine density allocation in potential development sites.
- The conversion of Brisbane Street and Limestone Street to two-ways should still be considered to help drive investment and open the city to better accessibility.
- Streetscape works to seamlessly integrate with Nicholas Street
- Delivery of a small scale West Street Plaza that connects with an upgrade to the existing rail underpass to connect and activate both sides of precinct.

### REDEFINED PRECINCT INTENT

**As Ipswich's heritage precinct and home to local boutiques and hospitality operators, The Top of Town will be a city icon and key destination of South East Queensland. Food, retail and local businesses will create an energy both day and night amongst some of Queensland's oldest and most beautiful buildings.**

## C.7 West Ipswich Precinct

West Street has transpired as a service and bulky goods retail precinct over the past five years. This form of use can continue through this precinct if the demand for additional development continues.

### KEY RECOMMENDATIONS:

- Prepare an updated precinct strategy that aligns with recent development and avoid piecemeal development
- Need to clarify the future intent for the precinct and revisit master plan strategies around breaking up large blocks of land

### REDEFINED PRECINCT INTENT

**A hub of businesses and retailers that support other local businesses and residents in an easily accessible location for all.**

### C.8 North Ipswich Railyards Precinct

The North Ipswich Railyards are a hidden gem with a significant tourism opportunity. Its future development and investment is key to driving day trips to Ipswich to help the city's economy.

#### KEY RECOMMENDATIONS:

- Consider a strategy around activation and programming to help create more attraction for tourism opportunities.
- The railway precinct should be considered as part of the broader river activation strategy and bridge studies.
- Consideration of active transport connections and pedestrian bridges in relation to activation of the Railyards.
- Review and build upon existing 2011 Vision plan to understand relevance.
- Consider partnerships with businesses or organisations for activation
- The key focus should be around tourism - local and regional.
- Consider relocation of Ipswich Showgrounds uses being incorporated within the precinct including, Ipswich Show, Markets

#### REDEFINED PRECINCT INTENT

**A regional tourism destination that brings together heritage, lifestyle and open space in a vibrant precinct that celebrates place and community.**

### C.9 University Village Precinct

A key sector for growth in Ipswich is Education. The University Village Precinct offers capacity for growth and the ability to evolve into a specialised precinct centred around education, research and training.

#### KEY RECOMMENDATIONS:

- Need to develop a broader strategic understanding of the future direction and growth of the university, including course specialisation and industry focus.
- Work together with university and education and training providers to consider industry focus that will leverage off existing uses in the city and broader region to help the growth of Ipswich and surrounding regions
- A focus on student growth could be a major catalyst for new residential densities and ultimately retail / commercial uses by building more critical mass.
- Potential Aged care village location

#### REDEFINED PRECINCT INTENT

**A specialised education precinct that supports the growth of our community through our people.**



### C.10 Limestone Park Precinct

A city parkland that offers a 'green lung' for Ipswich and local residents.

#### KEY RECOMMENDATIONS:

- Review the 2009 master plan to understand its continued relevance to now and why the master plan hasn't been implemented (ie sporting needs and requirements)
- There is a need to prepare a broader open space strategy for the city of Ipswich to understand hierarchy, role and function of open space facilities across the city and where these are most appropriately places
- Broader conversations around the need for major sporting opportunities (stadium, etc) should be considered

#### REDEFINED PRECINCT INTENT

**Ipswich's 'Central Park' where a series of connected and high quality play and community spaces come together for recreational and lifestyle activity to unfold.**

### C.11 Additional rail corridor Precinct

A connector to bring the residents of growth regions, Ripley and Springfield into the Ipswich Centre to work and play and ultimately bring additional life and energy back to city's core.

#### KEY RECOMMENDATIONS:

- Continue developing the business case for the railway corridor.

#### REDEFINED PRECINCT INTENT

**A connector and facilitator of growth that brings people back into the heart of our city.**



## PART D

# PRIORITISING OUR NEXT STEPS

D.1 Focus Area and Next Steps

D.2 Immediate Actions

### D.1 Prioritising Action

Action over the next year, needs to be strategic but focussed in order to promote transformative development that aligns to the aspirations of the city. The current development of Nicholas Street bears great strategic importance and outstanding revitalisation opportunities for Ipswich, however it is the first of a number projects that will move Ipswich towards the its goals set out in 2008. Through partnerships and common goals, Ipswich has unprecedented potential to transform into Australia's greatest regional city.

The following pages outline focus areas, projects and studies that should be considered by Ipswich City Council to set a new framework for change over the next three to ten years.



## D.2 Focus Area and Projects / Places

Ipswich City Council's greatest opportunity over the coming years is to prioritise its core. This involves development and growth of the Ipswich Health Precinct and the potential to deliver a regional stadium to unlock city changing infrastructure.

In addition to the major 'city changers' that will drive people back into the centre, development opportunities of key sites should be investigated to unlock capital to deliver public works across the core.

### LEGEND

#### Development

- ① Ipswich Hospital
- ② Ipswich Library and Council
- ③ Ipswich Court house (old)
- ④ Ipswich Civic Centre
- ⑤ Transit Centre
- ⑥ Council Public Parking lot
- ⑦ North Ipswich Stadium
- ⑧ Woollen Mills
- ⑨ Nicholas Street Development
- ⑩ North Ipswich Railyards

#### Public Infrastructure

- ① Top of Town Streetscape
- ② Top of Town Railway Underpass
- ③ Brisbane Street Streetscape
- ④ Limestone Street Streetscape
- ⑤ Ellenborough Street Streetscape
- ⑥ East Street Streetscape and David Trumpy Bridge upgrade
- ⑦ Bremer River Vehicular Bridge
- ⑧ Bremer River Open Space
- ⑨ Laneways and small public spaces
- ⑩ Nicholas Street Extension





### D.3 Next Steps

**The emerging communities of Ripley Valley and Springfield have seen the growth of Ipswich rise and the city change considerably over the past decade. However a lot of this change as occurred outside of the centre and now is the time to revisit and reimagine Ipswich's heart.**

Trends in development have seen a shift around health, education and affordable housing, with new transport infrastructure changing the shape of the region. It is therefore necessary that Council revisit some of the thinking that has happened over the years, and look at redefining priorities to drive growth and investment in the city.

This includes activities or initiatives such as:

- Revisit the master planning process to confirm existing strategies that are still relevant and/or identifying new strategic direction for the city based on trends and development to date.
- As part of this process, stakeholder and community engagement should be a key piece to help build

relationships with key stakeholders and understand how Council can work with them to build critical mass and drive growth for the city.

- With the rapid growth in education and health based uses, there is a need to focus on institutions within the city to understand growth plans and targets. Institutions should leverage off each other rather than compete through 'partnerships with common goals'
- Workshop and develop a new vision and direction for the city with key stakeholders and Council.
- A detailed transport strategy to connect and promote movement that supports city function and optimises the economics of the city

## D.4 ACTIONS FOR IMPLEMENTATION

POTENTIAL PROJECT AND OUTCOMES	INITIAL STUDIES / DOCUMENTATION		
Ipswich Vision 2020	<ul style="list-style-type: none"> <li>Vision document</li> <li>Community / Partnership engagement</li> </ul>	IMPORTANCE DELIVERY TIME FRAME	
Ipswich Centre Strategy 2020	<ul style="list-style-type: none"> <li>Updated Ipswich Centre Master Plan</li> <li>Community / Partnership engagement</li> </ul>	IMPORTANCE DELIVERY TIME FRAME	
City Centre Development	<ul style="list-style-type: none"> <li>Transformative Project/ Development Study</li> <li>Partnership workshops</li> </ul>	IMPORTANCE DELIVERY TIME FRAME	
A Connected Centre	<ul style="list-style-type: none"> <li>Detailed Centre Transport Study to investigate current movement and potential river connection</li> </ul>	IMPORTANCE DELIVERY TIME FRAME	
Great City Centre Streets	<ul style="list-style-type: none"> <li>Detailed Centre Transport Study</li> <li>Update to Streetscape Strategy and concepts</li> </ul>	IMPORTANCE DELIVERY TIME FRAME	
A City at Play (North Ipswich Railyards)	<ul style="list-style-type: none"> <li>Concept development</li> <li>Community / Partnership engagement</li> </ul>	IMPORTANCE DELIVERY TIME FRAME	
A City of Sports (North Ipswich Stadium and Open Space System)	<ul style="list-style-type: none"> <li>Concept development</li> <li>Detailed Centre Transport Study</li> </ul>	IMPORTANCE DELIVERY TIME FRAME	
A Health City (Ipswich Health Precinct)	<ul style="list-style-type: none"> <li>Transformative Project/ Development Study</li> <li>Partnership workshops</li> </ul>	IMPORTANCE DELIVERY TIME FRAME	

