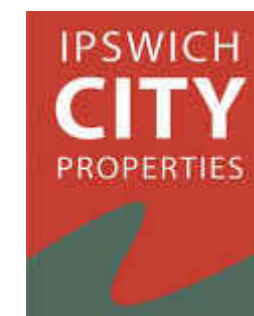




IPSWICH CITY CENTRE
MASTER PLAN PRESENTATION
 23 AUGUST 2017



ranbury





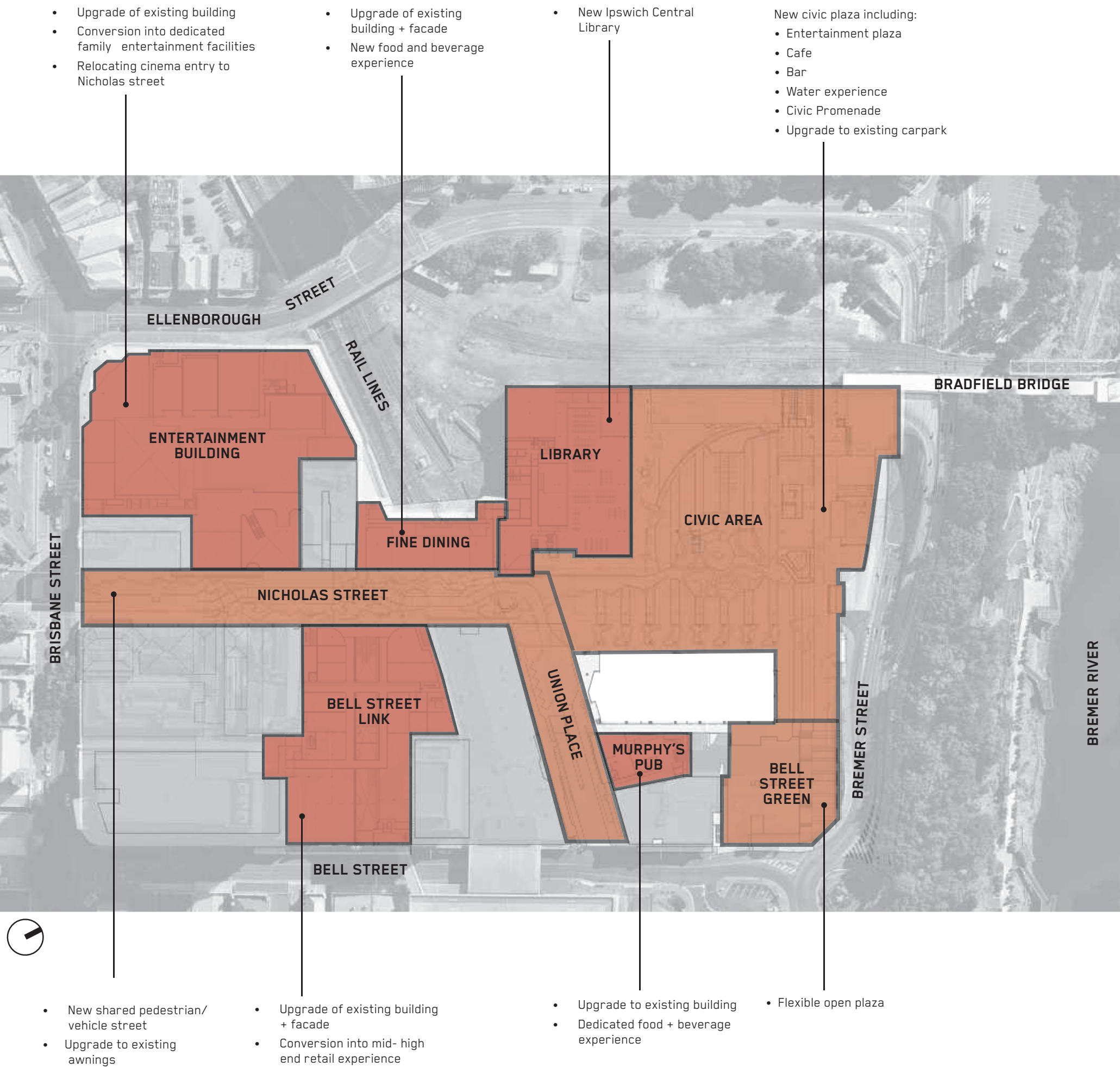
EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

SCOPE OF PROJECT

INTRODUCTION

The Ipswich city centre master plan redevelopment encompasses a major portion of the area bounded by Brisbane, Bell, Bremer and Ellenborough Streets. The redevelopment involves the upgrade and addition to a number of existing buildings and public spaces. A number of new buildings and public spaces also form part of the scheme.



EXECUTIVE SUMMARY

CHANGES FROM DECEMBER 2016 SCHEME

INTRODUCTION

The initial concept was prepared in December 2016. The proposal was then developed over the first half of 2017 with a number of elements evolving as better understanding of the opportunities became apparent. The main changes to the original scheme are noted below, with the current proposal retaining all of the original key public recommendations.

LANEWAY PRECINCT

- Was proposed as future development site for laneway precinct
- Still an option but reinforcing interim use providing Entertainment options

NICHOLAS & UNION ST UPGRADES

- No change

BELL STREET LINK

- Temporary park function now provided by civic space and Darcy Doyle place
- Capitalises on potential retail opportunities

NEW FOOD EXPERIENCE

- No change

EVENTS STAGE

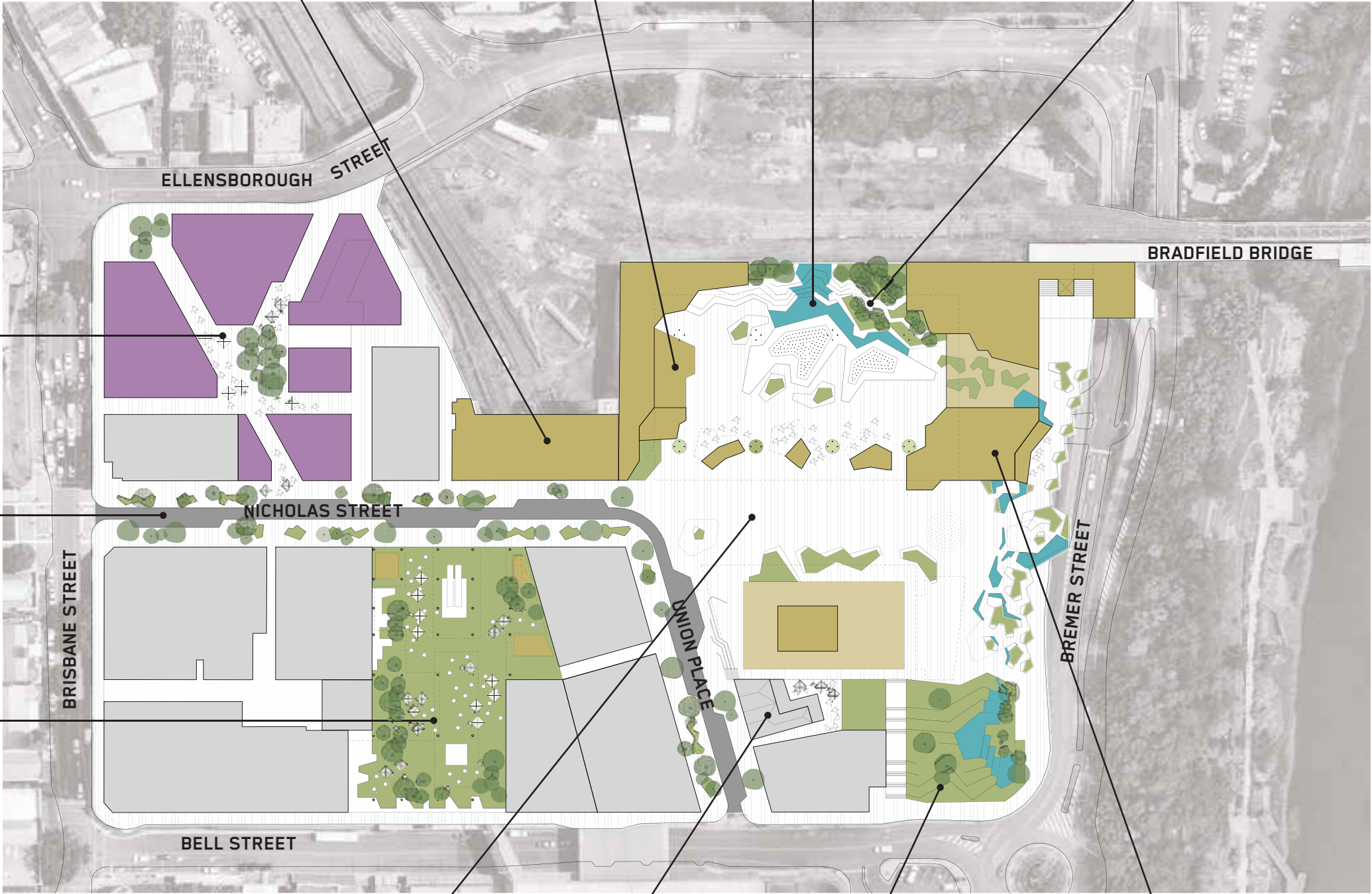
- Moved from fixed stage located in south west corner to flexible staging approach centralized in event space

WATER GARDEN

- Approach has changed to expand interaction options with water incorporating;
- Informal water as a cooling median
 - More structured water play elements for children located close to café for supervision
 - Formal water fountain with night lighting and performance capability
 - Water misting options
 - Vertical water walls

GARDEN

- Extent increased to provide;
- Grassed relaxing space interacting with Library and civic space
 - Shade trees incorporated into organic form seating
 - Gardens orientated to provide intimate spaces



PROMENADE

- Landscaping designed to maintain / reinforce Nicholas Street spine whilst breaking down scale and width of space

MURPHY'S PUB

- No change

BELL STREET GREEN

- Maintained terraced access from Bell Street to Plaza but reduced site cover
- Removes risk of permanency and provides flexible options for site

IPSWICH LIBRARY

- Changed from a two-levels to single level due to existing structure issues
- Location has moved to south east corner due to improved integration with civic space and existing structure issues

EXECUTIVE SUMMARY

PUBLIC CONSULTATION

INTRODUCTION

Prior to the commencement of design, public consultation was undertaken to establish and develop ideas for the city centre re-development. The scheme proposal embodies the key recommendations and integrates a diverse mix of functions across the entire master plan.



EXECUTIVE SUMMARY

PUBLIC CONSULTATION

INTRODUCTION

The key message of the public consultation was a desire for food and beverage, summer time play, entertainment and community facilities. Each of these main themes was expanded into a number of detailed ideas as listed below. These ideas formed the initial brief and are integrated into various parts of the scheme proposal.

| IDEA | RESPONSE |
|------|----------|
|------|----------|

SUMMER TIME PLAY

01 KIDS OF ALL AGES

Create 'play' destinations attractive to different audiences including young children, youth and young adults.



'PLAY' OPTIONS FROM YOUNG TO ELDERLY

02 PLAY WITH PURPOSE

Introduce play equipment that challenges children both mentally and physically and utilises all senses.



PLAY EQUIPMENT TO CHALLENGE BOTH MENTALLY AND PHYSICALLY

03 IMAGINATIVE PLAY

Provide elements such as nature play or high ropes that allow children to explore and be creative.



FLEXIBILITY FOR PLAY TO INTEGRATE WITH LIBRARY

04 BIG KIDS PLAY

Provide a variety of adventure play attractive to youth and young adults such as abseiling, rock climbing, Parkour, Bounce, mini golf, bike park, computer games/augmented reality.



PROVISION FOR BOWLING, GAMING ARCADES, LASER TAG, VIRTUAL REALITY, MINI GOLF AND CINEMAS.

05 PLAY AND ENTERTAINMENT

Co-locate adult play with bars and restaurants (eg. Strike bowling venue near bars/restaurants).



ADULT SUCH AS BOWLING, CINEMAS NEAR BARS AND RESTAURANTS

06 CLIMATE APPROPRIATE

Ensure water elements and shade are provided to create a comfortable summer time destination.



MIX OF WATER EXPERIENCES WITH SHADING

ENTERTAINMENT

01 EVERY DAY ACTIVITY

Make every visit to the centre an experience by introducing activities such as arts and cultural workshops, outdoor fitness classes, live music, pianos for public use, free games and speaking platforms.



FLEXIBLE CIVIC SPACE ENABLING SCHEDULES EVENT PROGRAM

02 COMMUNITY EVENTS

Continue to deliver regular Food Fairs, markets and major events and introduce new outdoor events such as moonlight cinemas.



CIVIC SPACE CATERS FOR FOOD FAIRS, MARKETS, CONCERTS, NIGHT TIME EVENTS



| IDEA | RESPONSE |
|------|----------|
|------|----------|

FOOD & BEVERAGE

01 RESTAURANTS FOR FAMILIES

Create a precinct where there are options for young families to dine.



DEDICATED FOOD & BEVERAGE PRECINCT

02 A PLACE FOR PARENTS TO RELAX

Create places suitable for parents to have coffee / lunch while having facilities nearby for children to play.



CAFE ADJACENT WATERPLAY AREA FOR SUPERVISION

03 THRIVING NIGHTLIFE

Introduce wine bars and restaurants that are open late.



BAR AREA AND NIGHT TIME ENTERTAINMENT OPTIONS

04 A FRESH FOOD OFFER

Provide a central market style venue with fresh fruit, bakery, deli and butcher. Consider providing facilities for local farmers to bring their produce into the city.



CENTRAL MARKET STYLE VENUE PROVIDED

05 ALFRESCO DINING

Design for warm temperatures and generate lively atmosphere by creating dining that spills into public spaces.



NICHOLAS STREET DESIGN PROMOTES ALFRESCO DINING SOLUTIONS

06 FOOD ALTERNATIVES

Ensure food diversity including options for organic, vegan and other food intolerances.



MIX OF OPTIONS FROM CAFE, PUB, FOOD FAIR & POP-UPS

07 LOCAL INDEPENDENT OPTIONS

Incorporate an eclectic mix of dining options with unique and interesting styles.



FLEXIBILITY FOR MIX OF DINING OPTIONS AND STYLES

08 EVER CHANGING ATMOSPHERE

Retain an element of temporary (such as pop up carts) that provide a playful character and ensure a different experience on every visit.



DEDICATED SPACE FOR TEMPORARY POP-UP AND EVERCHANGING OPTIONS

COMMUNITY FACILITIES

01 COMMUNITY WORKING ZONE

Provide a range of both indoor and outdoor breakout spaces.



LANDSCAPE DESIGN PROVIDES INDOOR AND OUTDOOR SHADED BREAKOUT SPACES

02 A PLACE TO MEET

Ensure the City Centre is well connected to public transport and to surrounding destinations including across the river.



DESIGN REINFORCES CONNECTIONS TO NICHOLAS ST, BRADFIELD BRIDGE, TRAIN STATION & BUSES





DESIGN PROPOSAL

DESIGN PROPOSAL
CONTEXT PLAN

10

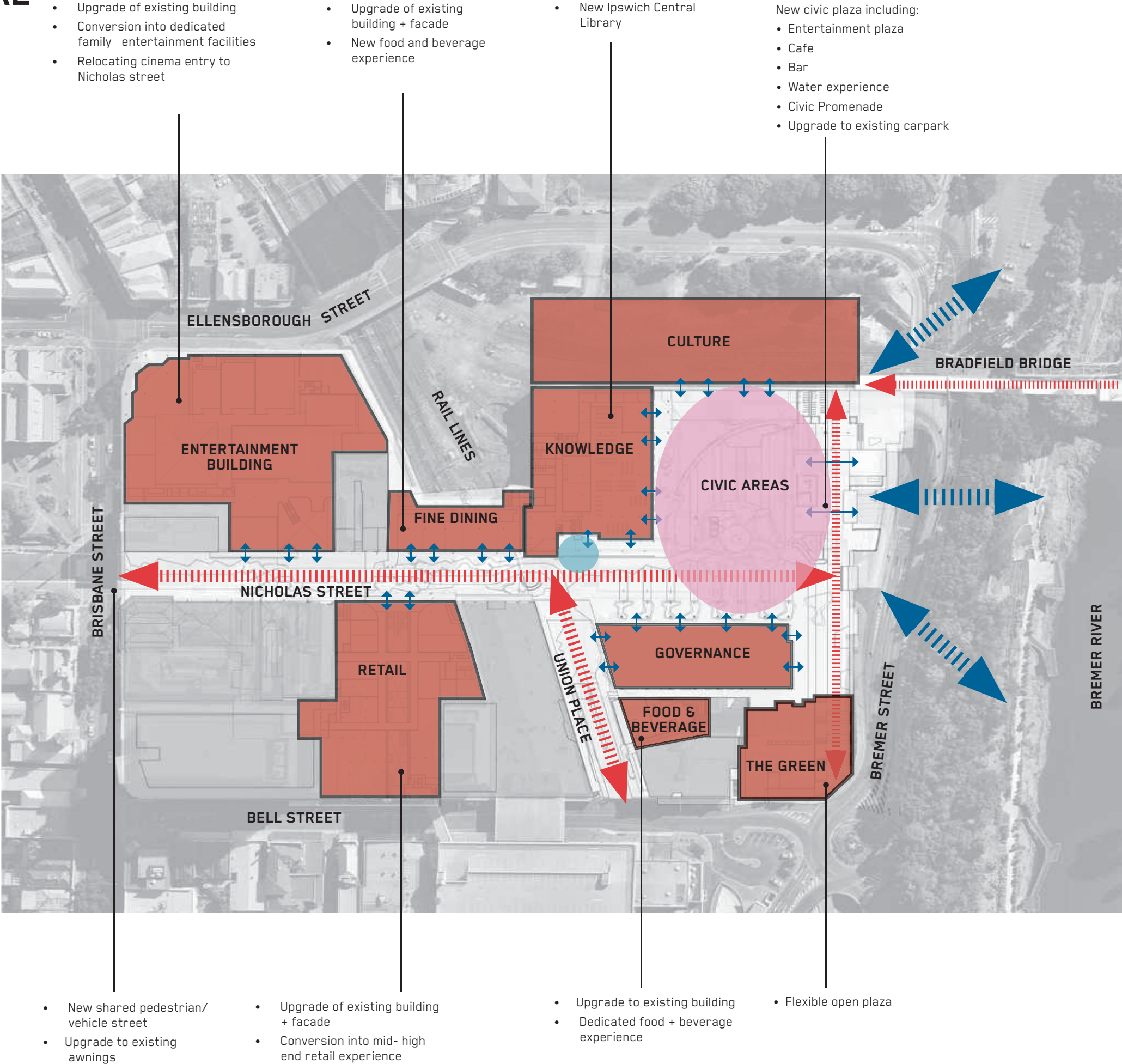


DESIGN PROPOSAL

THE EXPERIENCE

INTRODUCTION

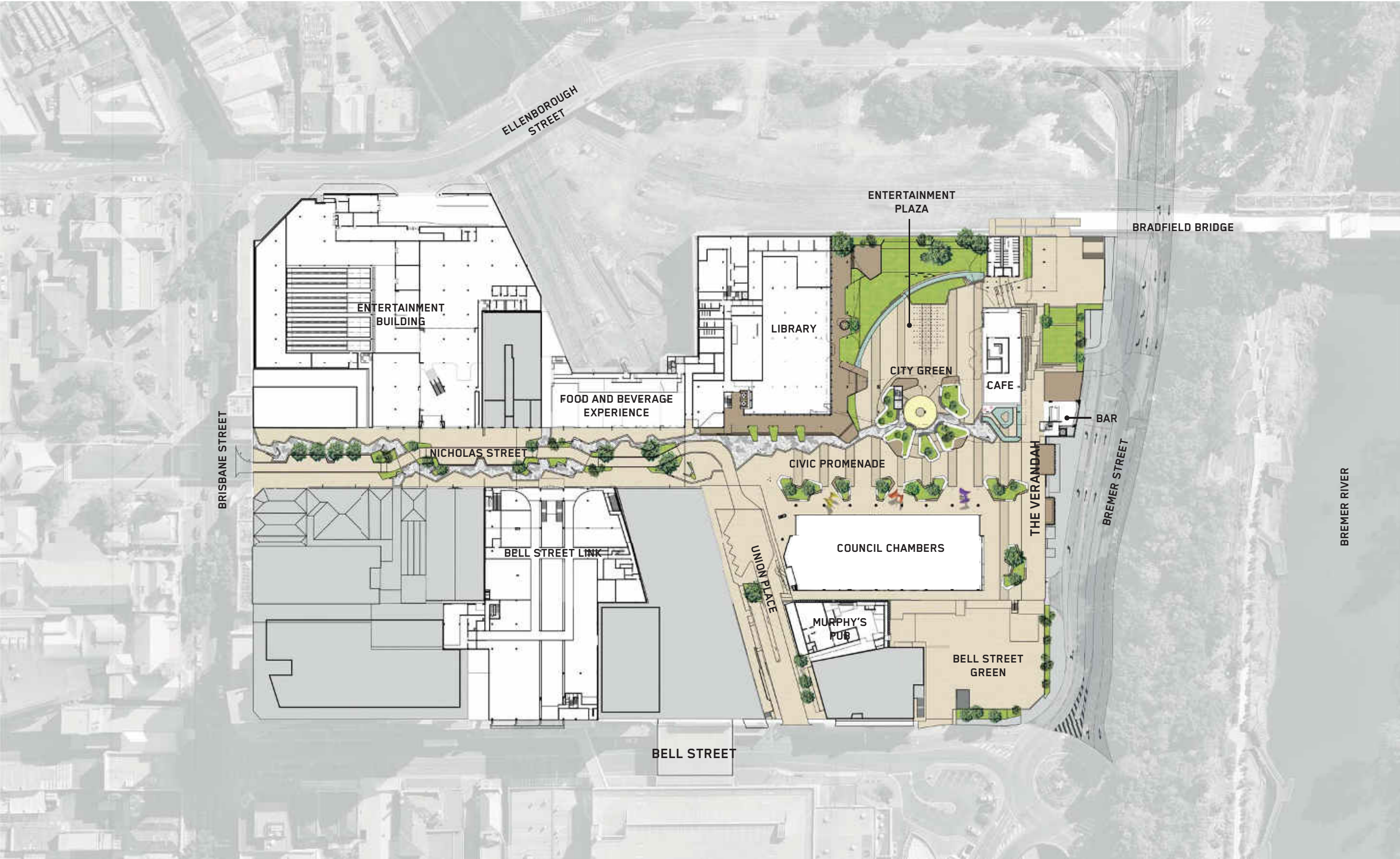
The Ipswich city centre master plan proposal offers a wide variety of experiences across the complete master plan and caters to a wide demographic. The experiences are focused on facilitating summer time play, entertainment, retail, food and beverage and community facilities. The facilities combine to provide the ingredients for a vibrant city heart.



DESIGN PROPOSAL

MASTER PLAN

12



DESIGN PROPOSAL

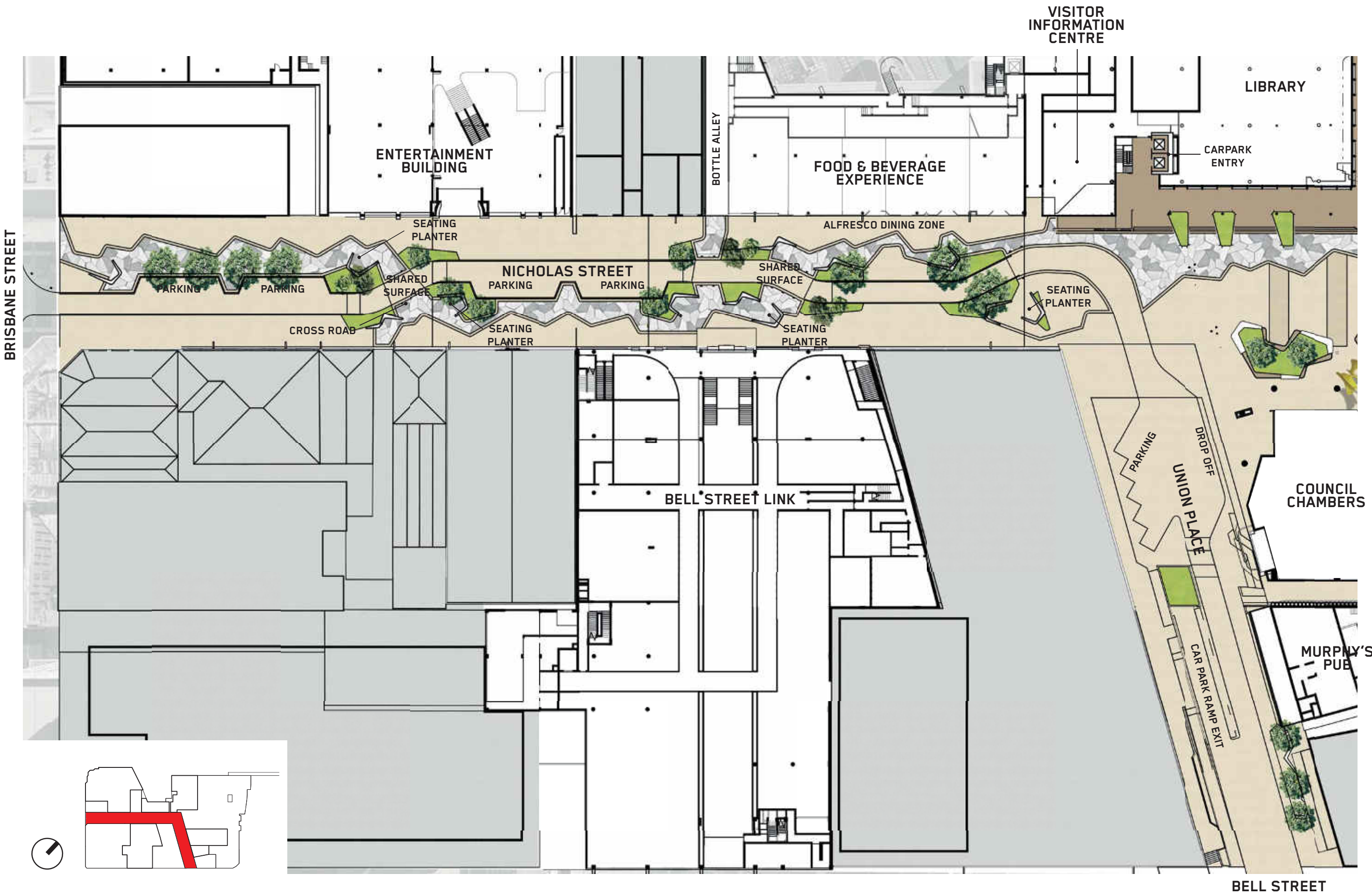
PRECINCT VIEW



DESIGN PROPOSAL

NICHOLAS STREET & UNION PLACE PRECINCT

14



DESIGN PROPOSAL

NICHOLAS STREET



DESIGN PROPOSAL

NICHOLAS STREET

16



PEDESTRIAN SEATING AT PAUSE POINTS



FEATURE PAVEMENTS
REFERENCE TO LIMESTONE



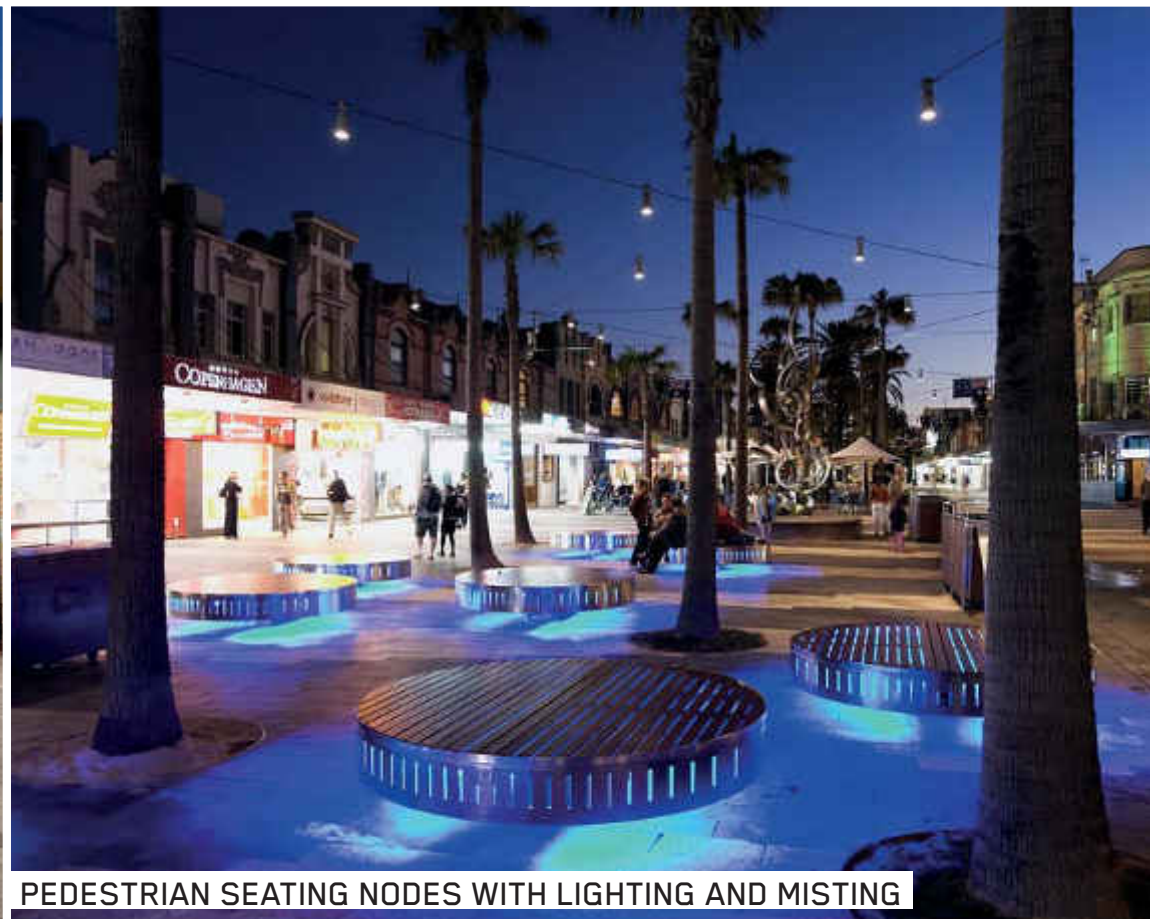
RETAIL & BARS FLOWING INTO THE STREET



WATER MISTING



GRANITE PAVEMENT ACROSS ROAD



PEDESTRIAN SEATING NODES WITH LIGHTING AND MISTING

DESIGN PROPOSAL
UNION PLACE



HERITAGE FEEL



HISTORIC MURPHY'S PUB



ART INLAYS



INTERESTING HARD LANDSCAPE

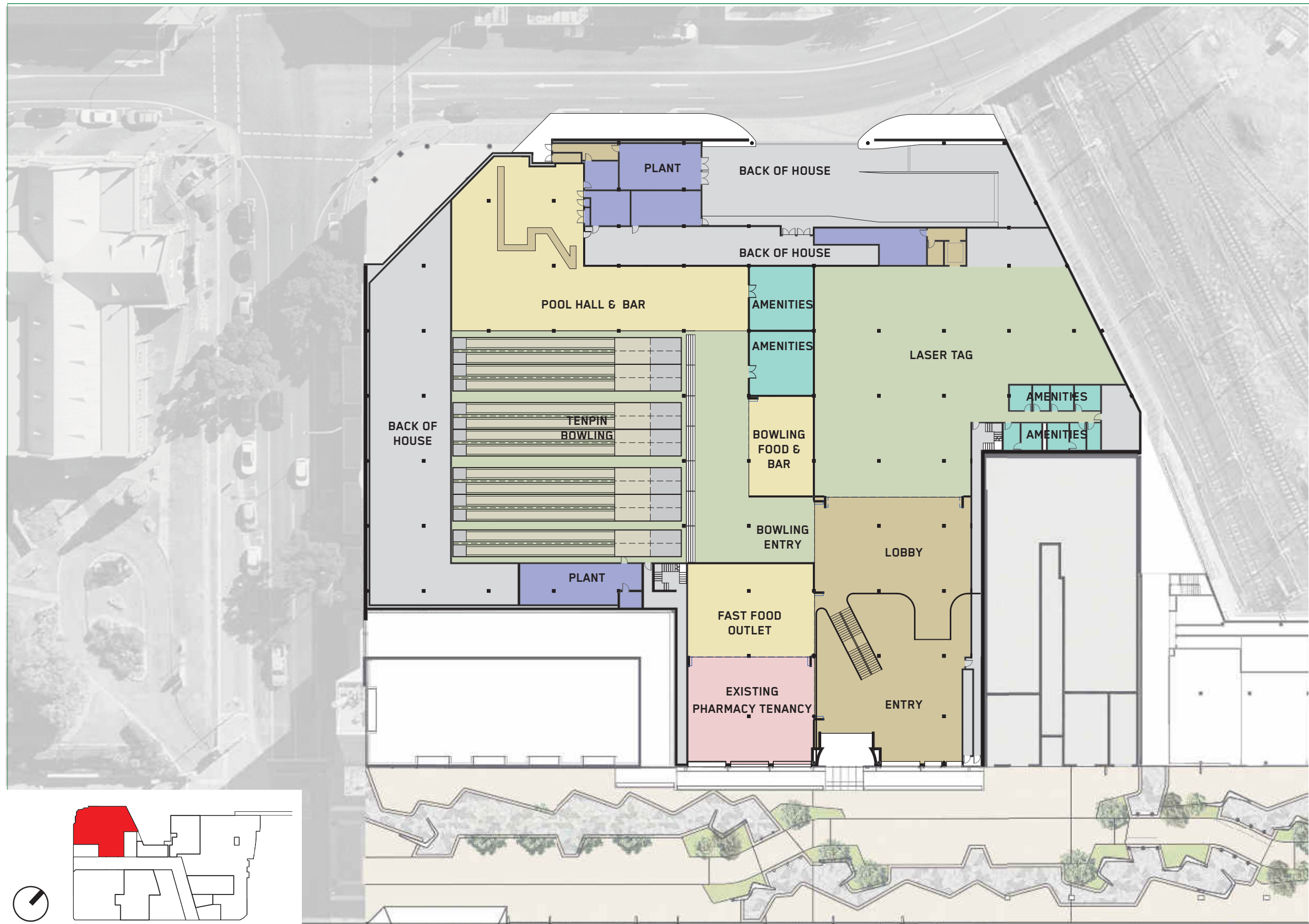


CELEBRATE HERITAGE REFERENCE

DESIGN PROPOSAL

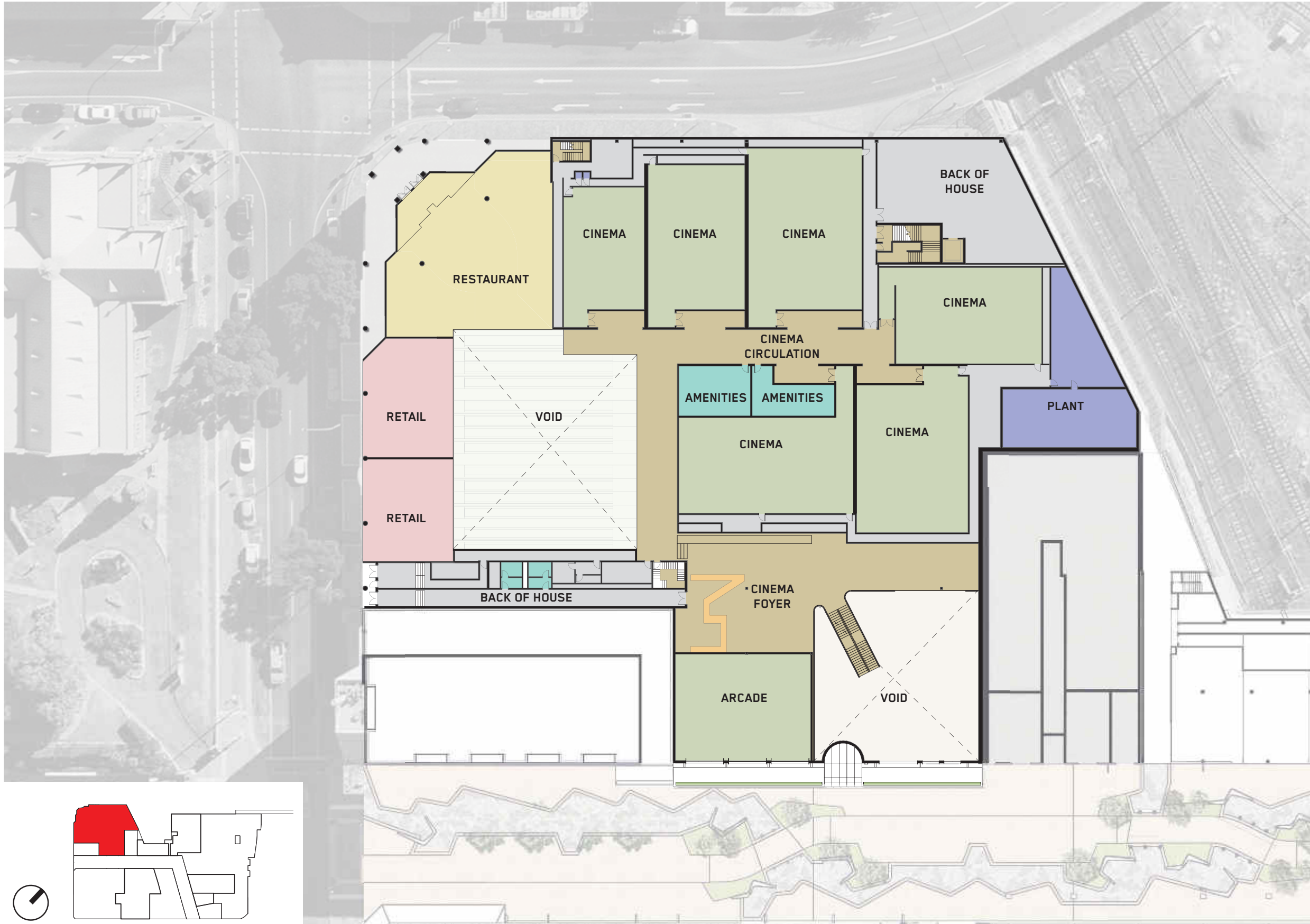
FAMILY ENTERTAINMENT - NICHOLAS STREET LEVEL

18



DESIGN PROPOSAL

FAMILY ENTERTAINMENT - UPPER LEVEL



DESIGN PROPOSAL

BELL STREET LINK - BELL STREET LEVEL

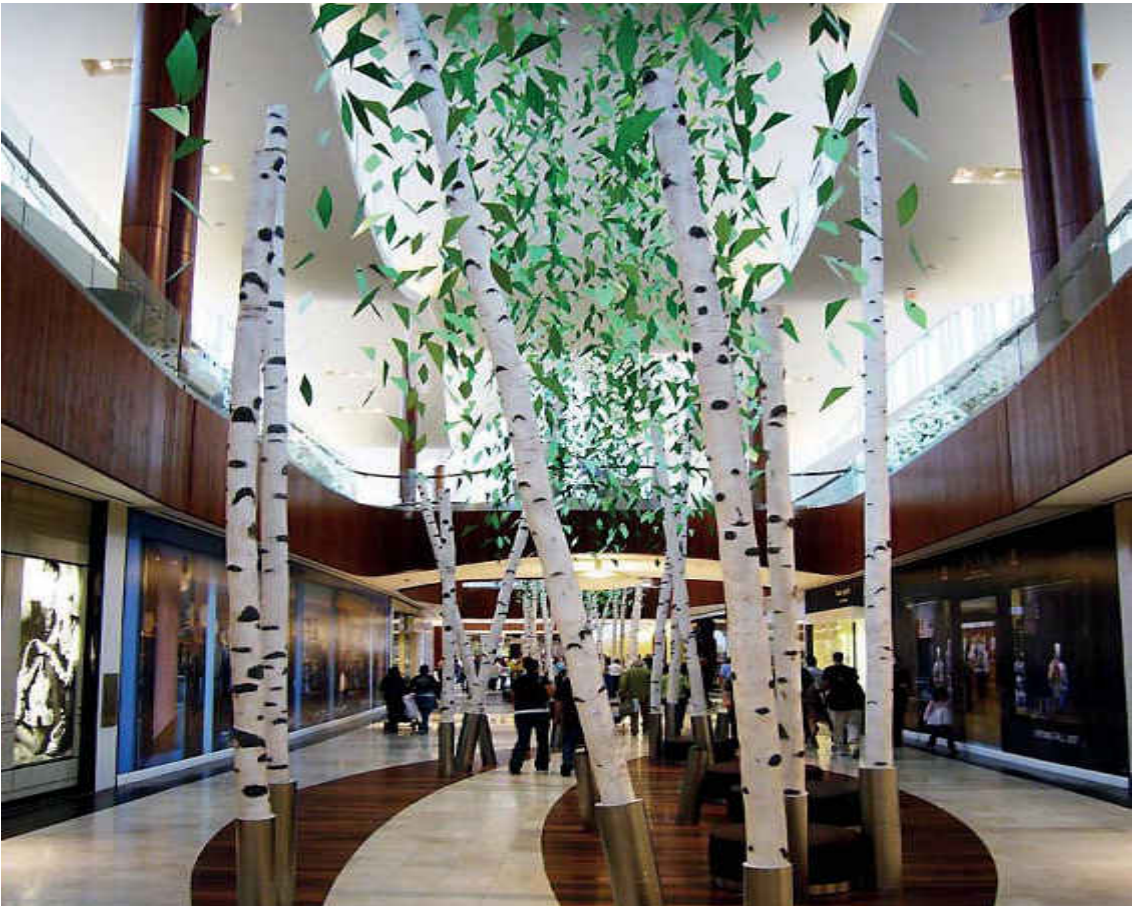
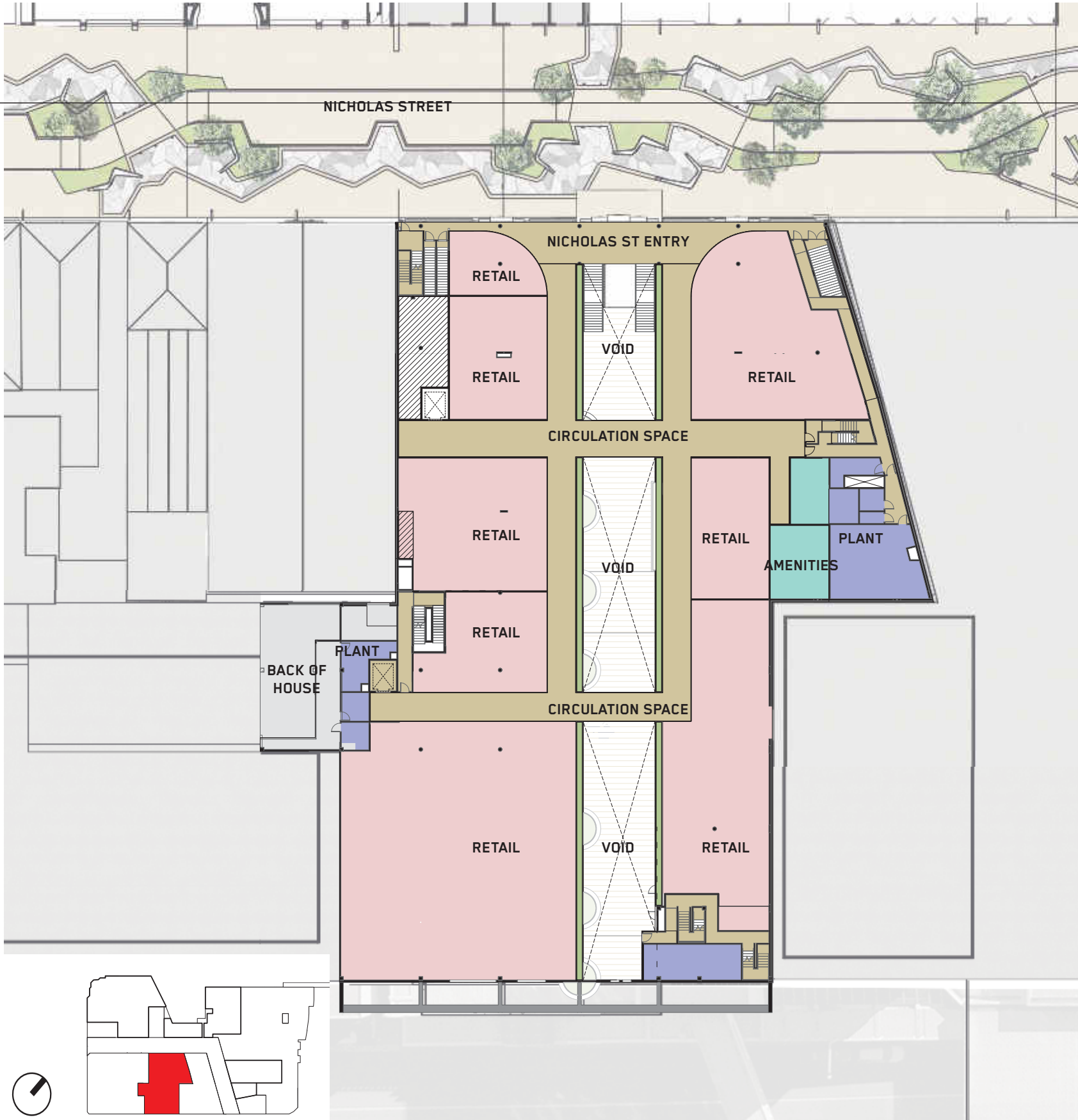
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ASPIRATIONAL IMAGES

DESIGN PROPOSAL

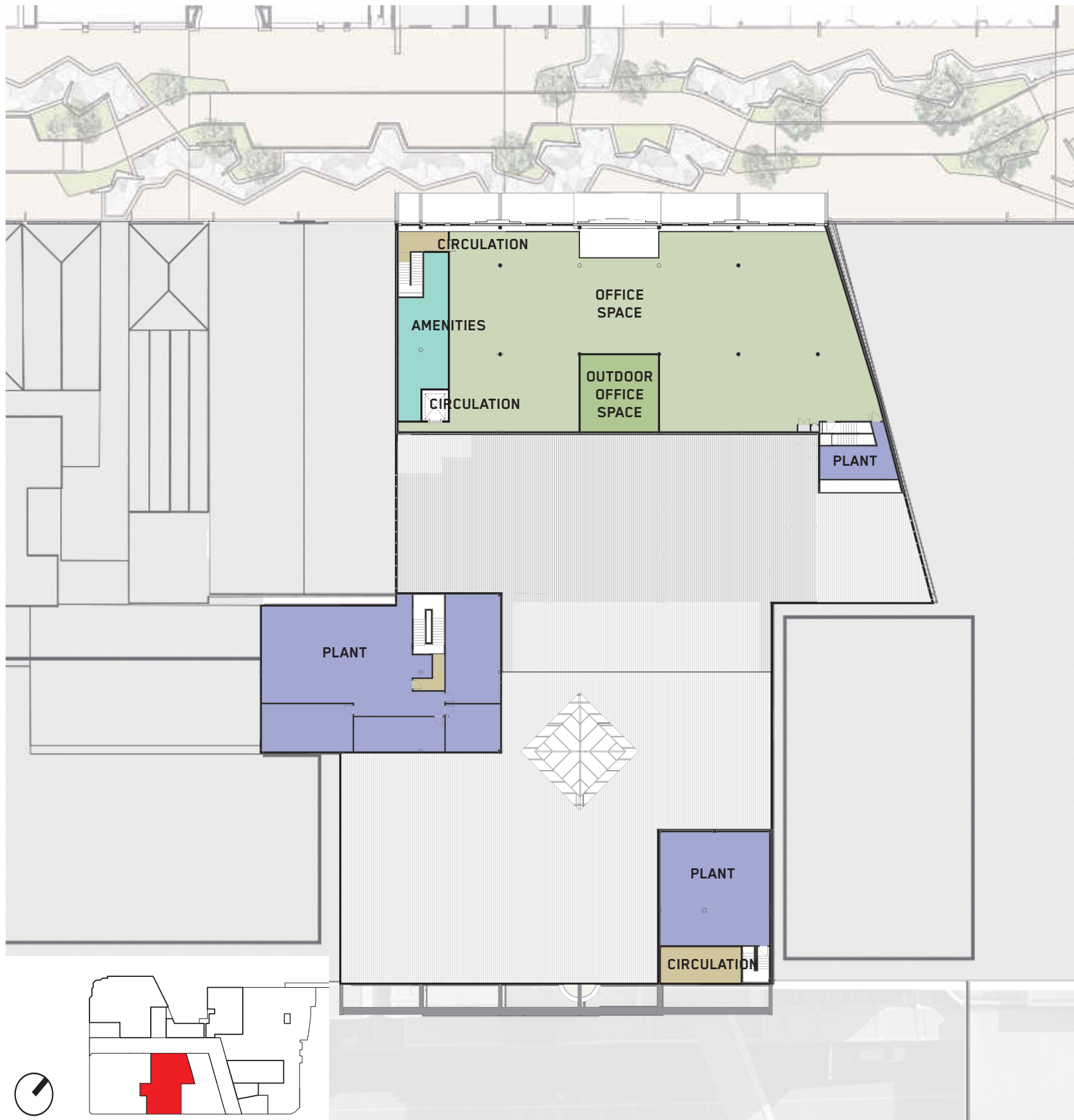
BELL STREET LINK - NICHOLAS STREET LEVEL



ASPIRATIONAL IMAGES

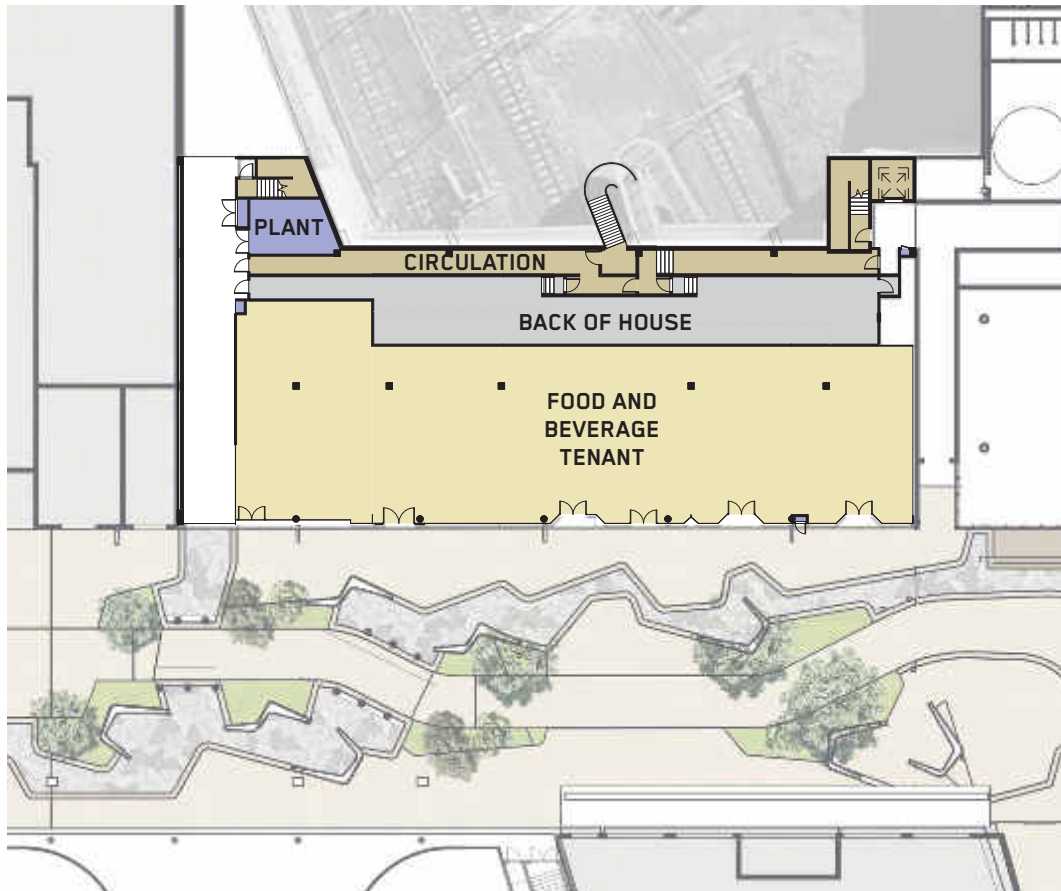
DESIGN PROPOSAL

BELL STREET LINK - UPPER LEVEL

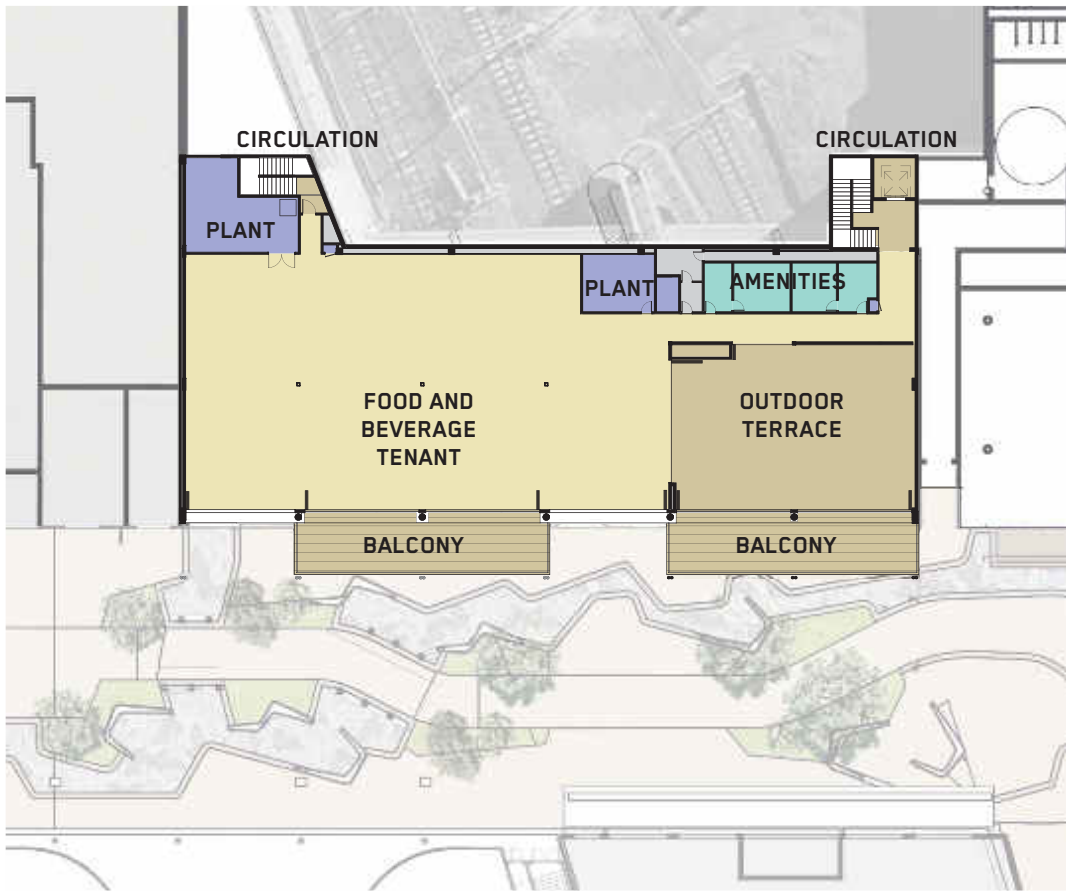


DESIGN PROPOSAL

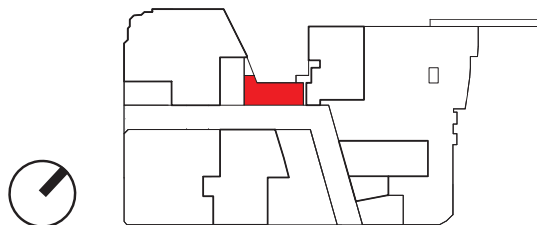
FOOD AND BEVERAGE EXPERIENCE



NICHOLAS STREET LEVEL



UPPER LEVEL



DESIGN PROPOSAL

NICHOLAS STREET



DESIGN PROPOSAL
CIVIC AREAS PRECINCT



DESIGN PROPOSAL

CIVIC AREAS PRECINCT



DESIGN PROPOSAL

CIVIC AREAS PRECINCT



DESIGN PROPOSAL

THE LIBRARY VERANDAH

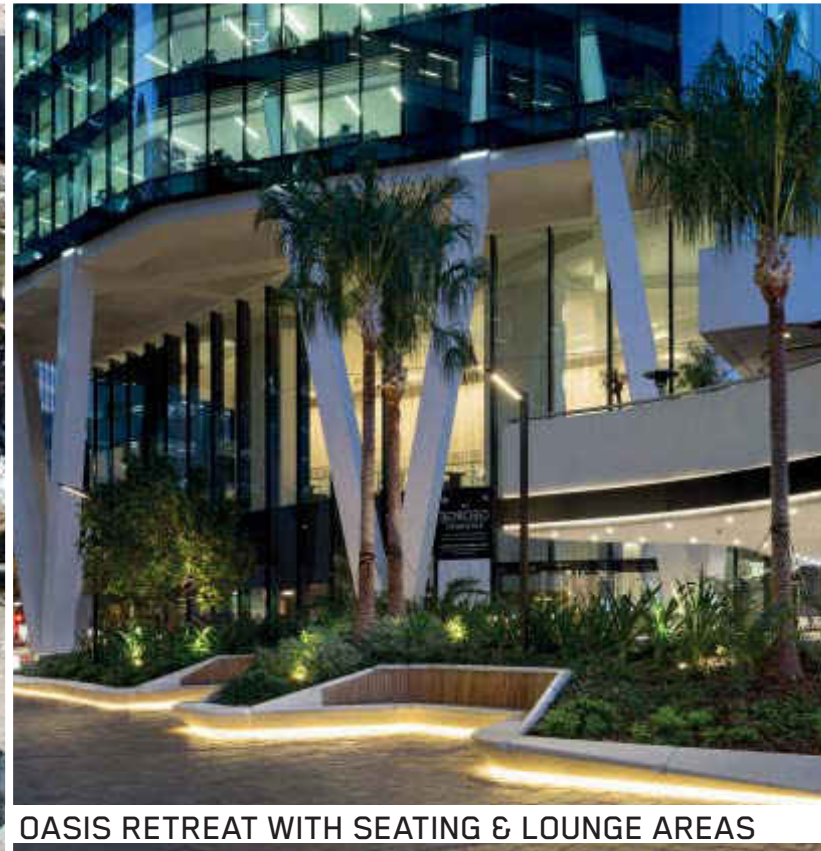


DESIGN PROPOSAL

PLAZA LEVEL - WATER PLAY



WATER STEPS



OASIS RETREAT WITH SEATING & LOUNGE AREAS



FALLING WATER



WATER STEPS



INFORMAL SEATING FOR PARENTS



MISTERS & JETS



MISTERS & JETS

DESIGN PROPOSAL
PLAZA LEVEL - ENTERTAINMENT PLAZA



VARIETY OF EVENTS



DANCING FOUNTAIN ATTRACTION DAY & NIGHT



STORY WALL



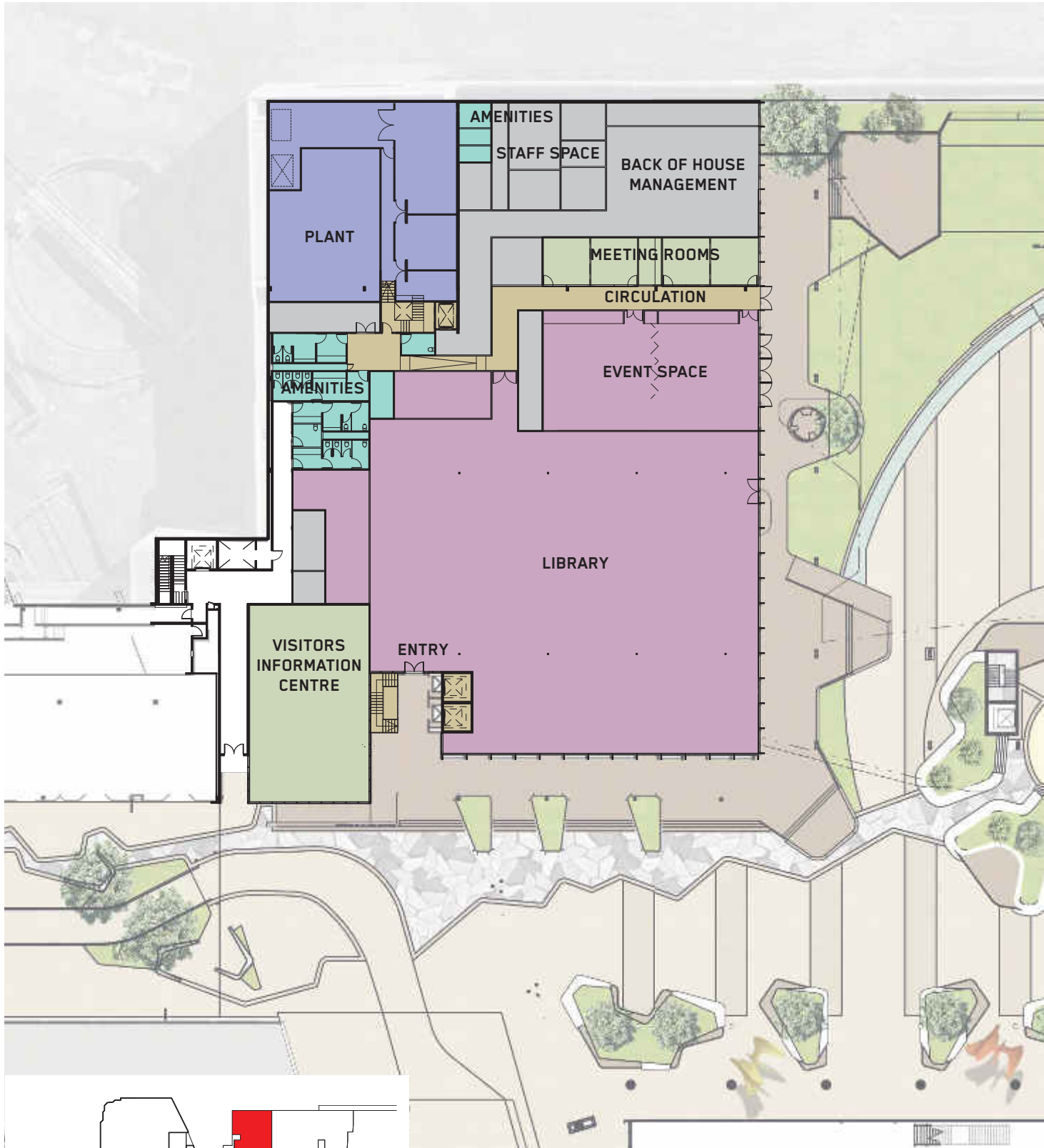
THE HILL - GREEN RELIEF & LOUNGING



WATER RILL ALLOWING A DIFFERENT WATER EXPERIENCE

DESIGN PROPOSAL

LIBRARY



DESIGN PROPOSAL

LIBRARY



DESIGN PROPOSAL

LIBRARY

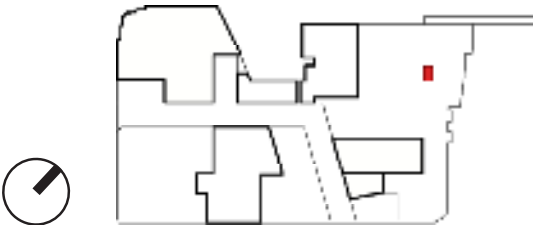
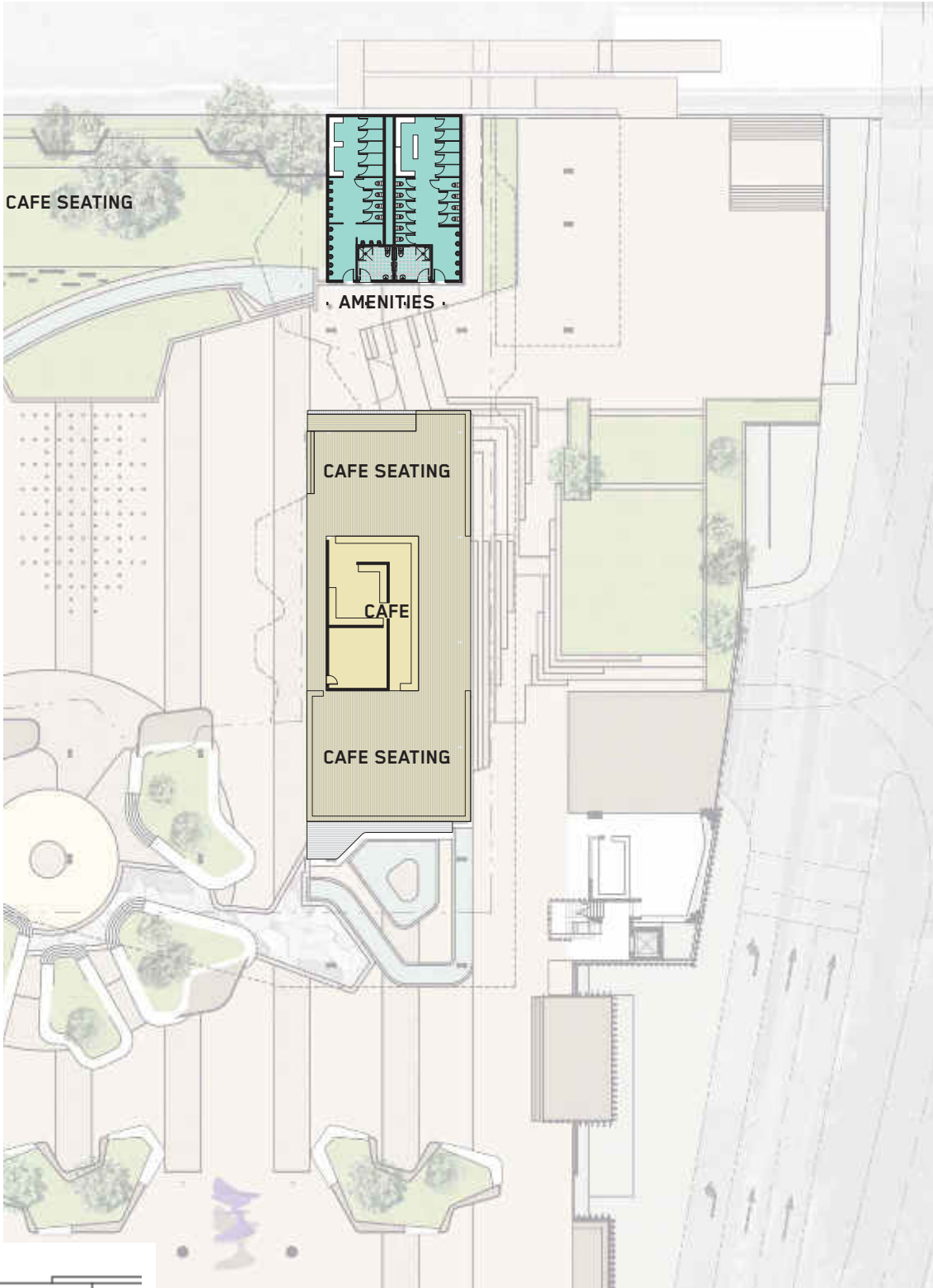


DESIGN PROPOSAL

LIBRARY



DESIGN PROPOSAL
PAVILION



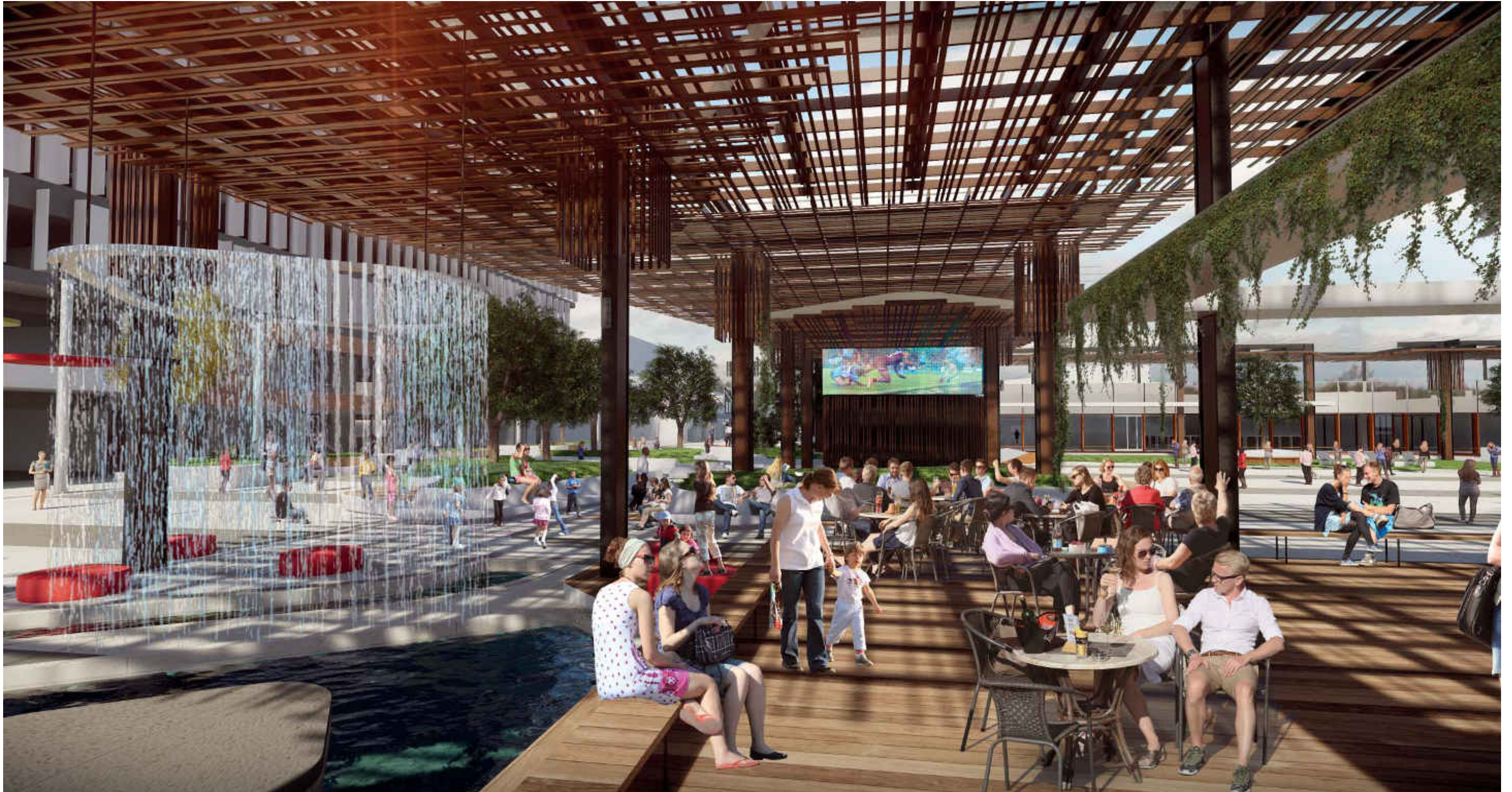
DESIGN PROPOSAL

PAVILION



DESIGN PROPOSAL

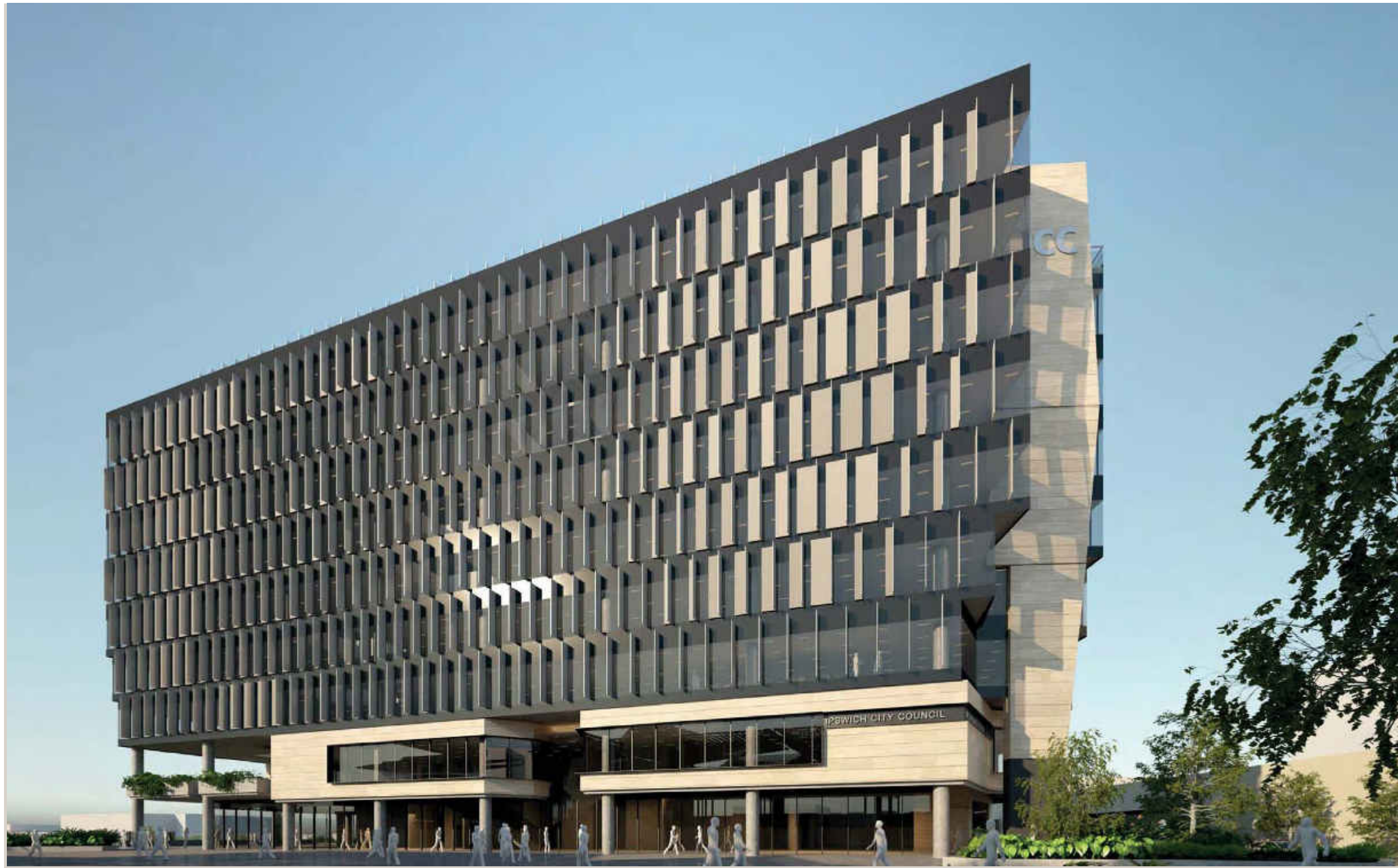
PAVILION



DESIGN PROPOSAL
CITY COUNCIL BUILDING



DESIGN PROPOSAL
CITY COUNCIL BUILDING



DESIGN PROPOSAL
CITY COUNCIL BUILDING



DESIGN PROPOSAL
CITY COUNCIL BUILDING





DESIGN CONSIDERATIONS

DESIGN CONSIDERATIONS

VISION

INTRODUCTION

Early in the design process the design team reflected on the community recommendations and prepared a vision for the proposal. This vision as presented below formed the touchstone from which design decisions were judged against.

AN OVERALL VISION

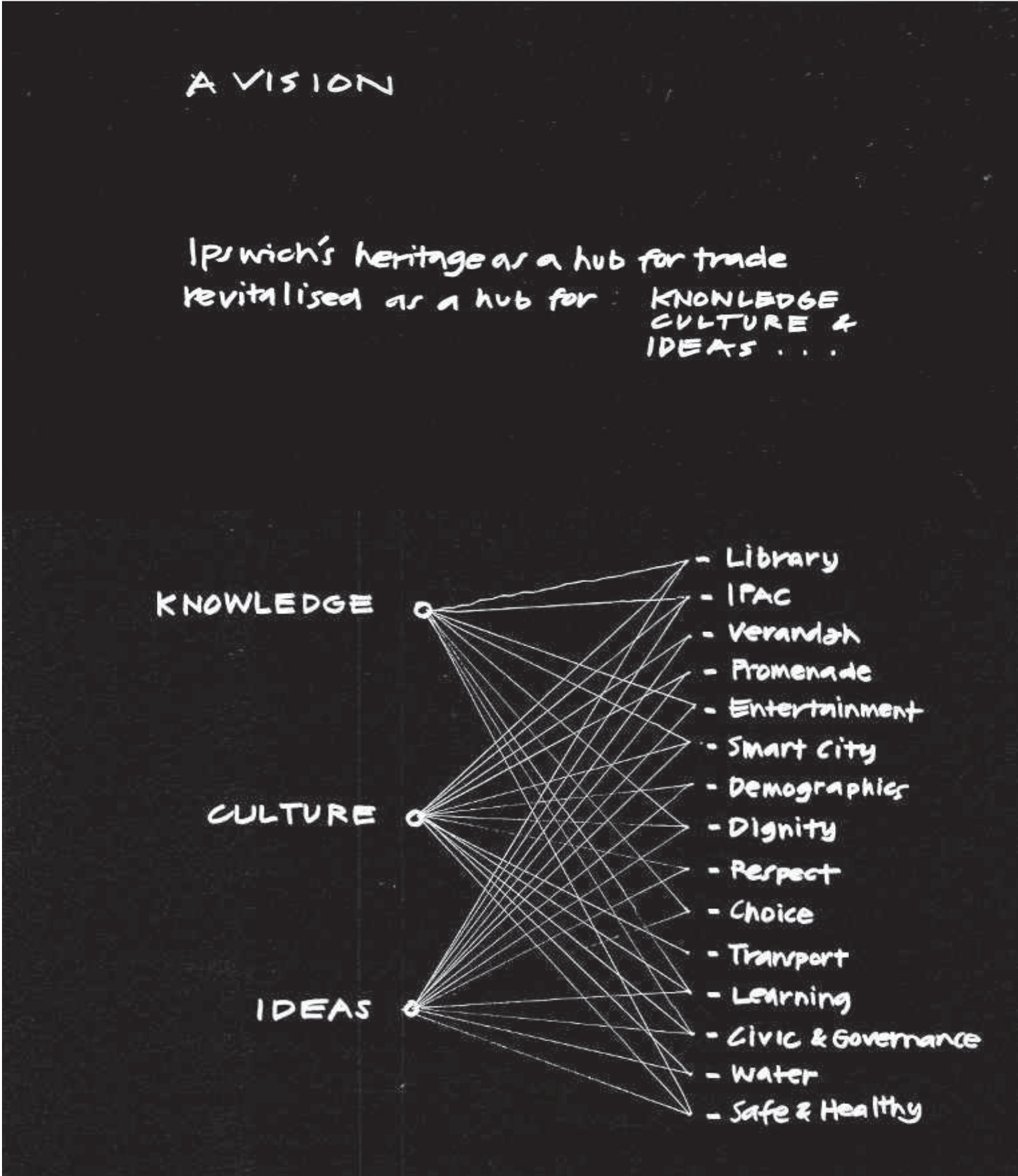
- Create a world class active urban heart for Ipswich.
- Drive activity from the revitalised urban heart into the greater CBD.
- Create activated and interesting spaces and uses into the urban heart.
- Make the environment safe, health supporting and an exciting place for all.
- Ensure the rejuvenated urban heart is environmentally sustainable.
- Develop a vibrant and distinctive identity for the City Centre.

FOR THE CITY

- Create a shaded urban gathering and entertainment space for Ipswich.
- Ensure the urban gathering space is flexible, fun and has longevity.
- Create an urban veranda that parallels and links to the riparian park.
- Ensure the urban veranda can link all future planned civic buildings.
- Reintroduce the visual legibility of the important CBD street corridors.
- Reintroduce activity generating vehicles and parking through the heart.
- Observe and enhance Ipswich's heritage in all activities.

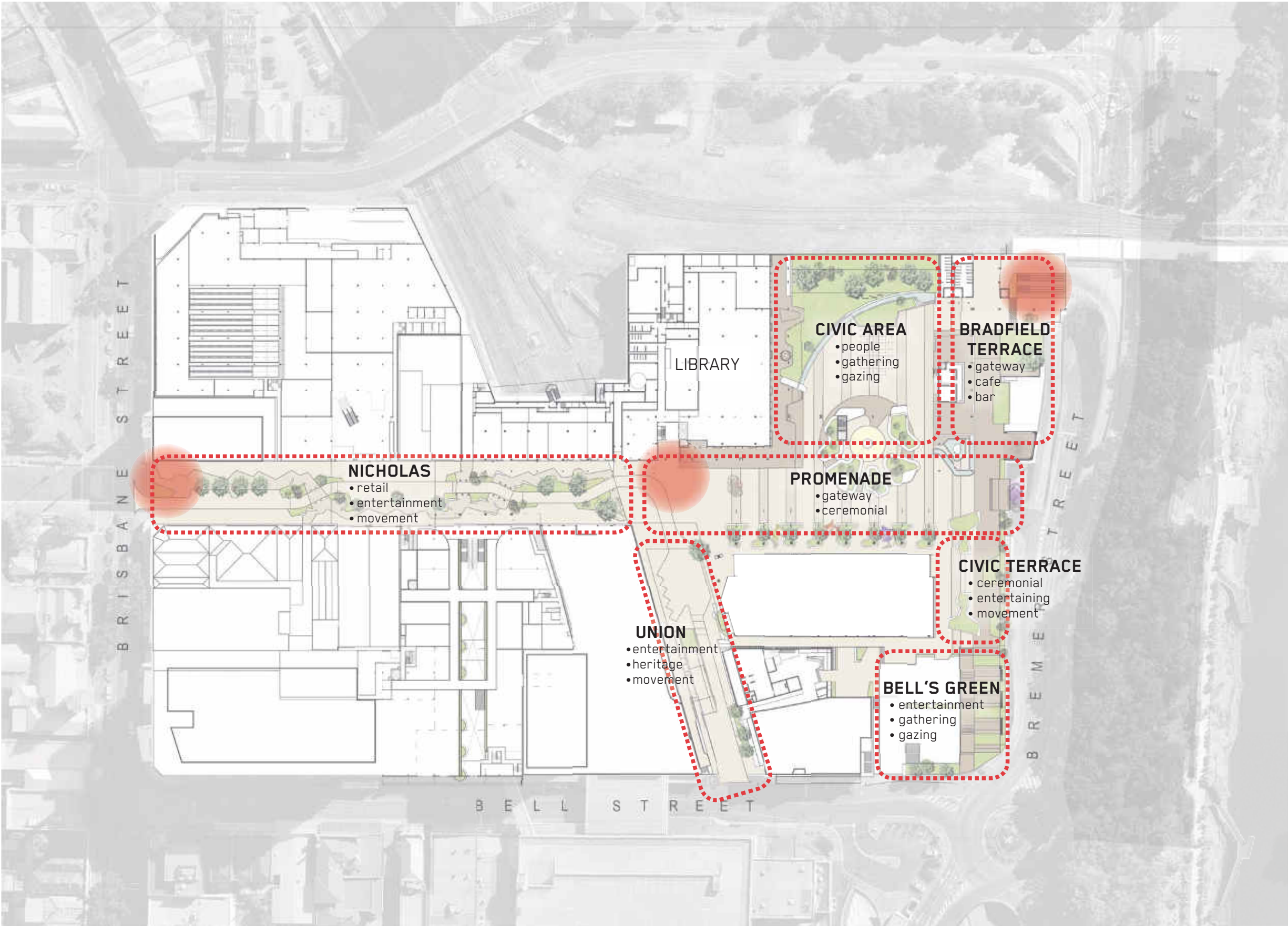
FOR THE PEOPLE

- Activate and cool the new civic spaces with a riparian and water theme.
- Create unique and active viewing spaces overlooking the Riverwalk Park.
- Create a contemporary, efficient, effective and centralised City Council Building for Ipswich.
- Locate the City Council Building prominently on a street and preserve views to and from it.
- Create appropriately scaled civic gathering spaces related to the City Council Building.
- Create a exceptional, contemporary and connected.
- City Library - a must visit destination.



DESIGN CONSIDERATIONS

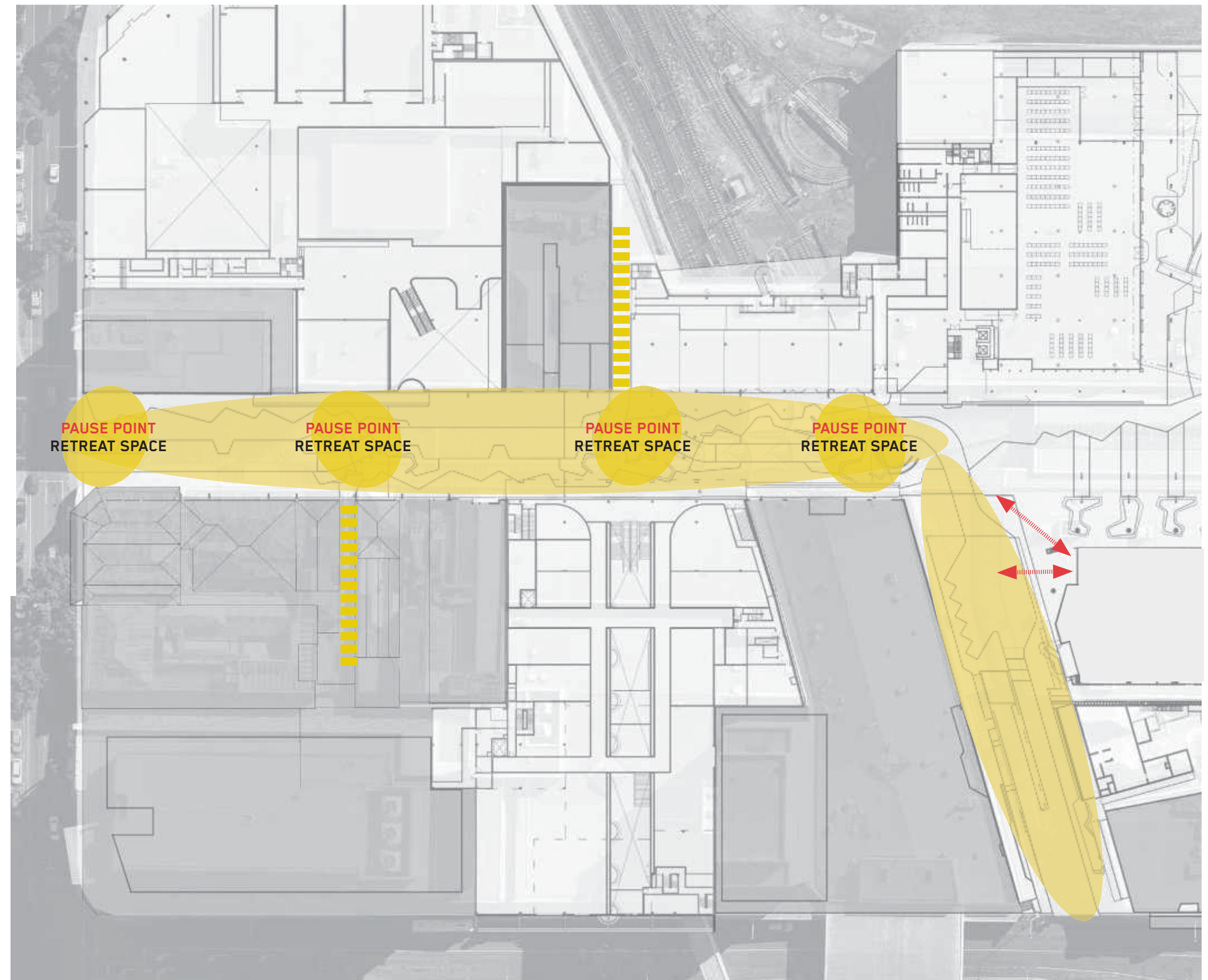
MASTER PLAN - PUBLIC REALM PRECINCTS



DESIGN CONSIDERATIONS

KEY DESIGN PRINCIPLES - NICHOLAS STREET & UNION PLACE

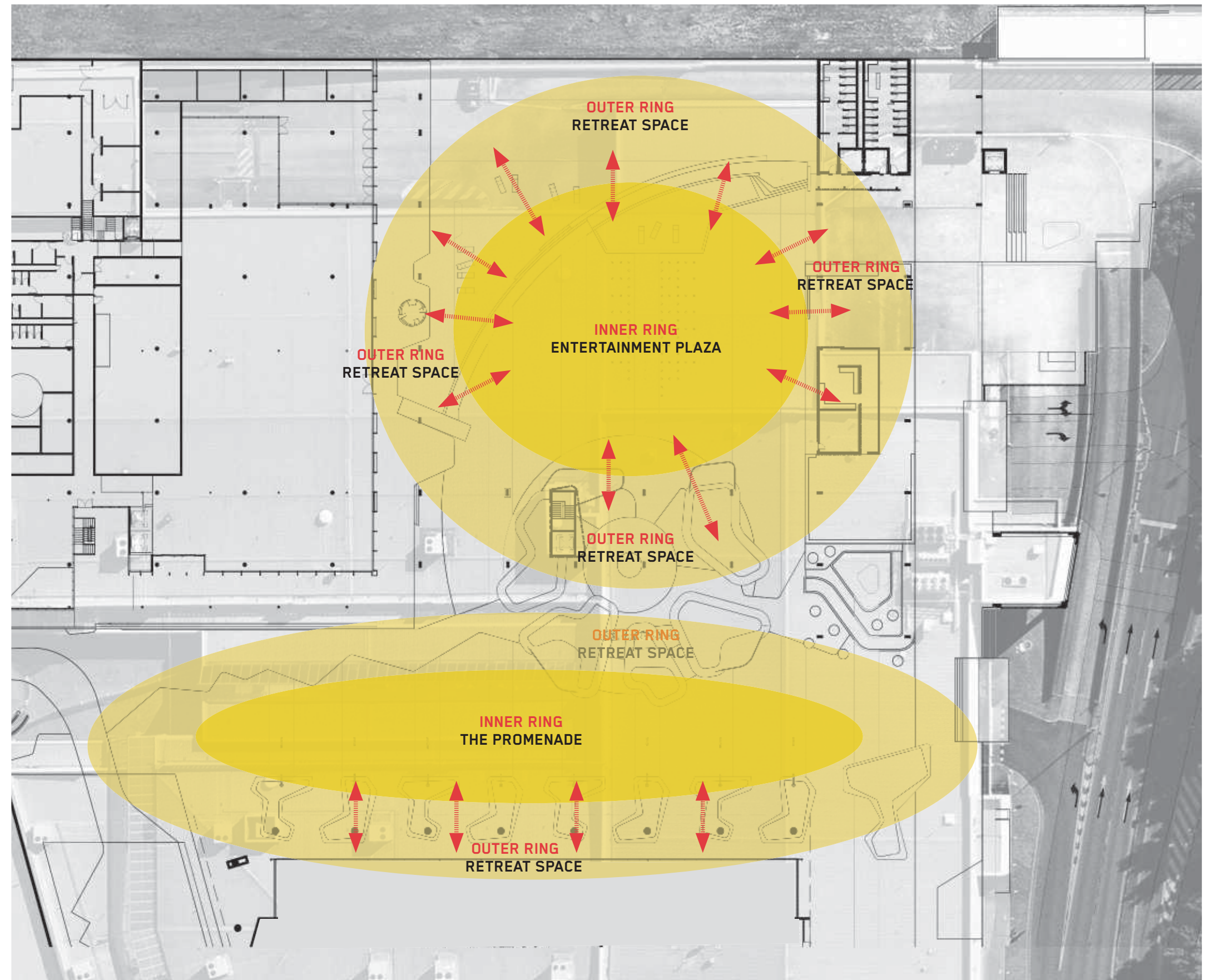
- IMAGE & IDENTITY
- ATTRACTIONS & DESTINATIONS
- AMENITIES
- FLEXIBILITY
- SEASONABLE STRATEGY
- ACCESS
- THOROUGHFARES & PAUSE POINTS
- INGRAINING INTO URBAN FABRIC
- MANAGEMENT
- DIVERSE FUNDING



DESIGN CONSIDERATIONS

KEY DESIGN PRINCIPLES - CIVIC AREA

- IMAGE & IDENTITY
- ATTRACTIONS & DESTINATIONS
- AMENITIES
- FLEXIBILITY
- SEASONABLE STRATEGY
- ACCESS
- INNER SQUARE & OUTER SQUARE
- INGRAINING INTO URBAN FABRIC
- MANAGEMENT
- DIVERSE FUNDING



DESIGN CONSIDERATIONS

OPPORTUNITIES FOR PUBLIC ART

LANDMARK OPPORTUNITY

- Iconic
- Large Scale
- Highly Visible
- Signature Artwork

PLACEMAKING OPPORTUNITY

- Civic
- Accessible
- Medium Scale
- Feature Artwork

DISCOVER & REVEAL OPPORTUNITY

- Interactive
- Temporary
- Ephemeral



DESIGN CONSIDERATIONS

OPPORTUNITIES FOR PUBLIC ART

- LANDMARK OPPORTUNITY**
 - Iconic
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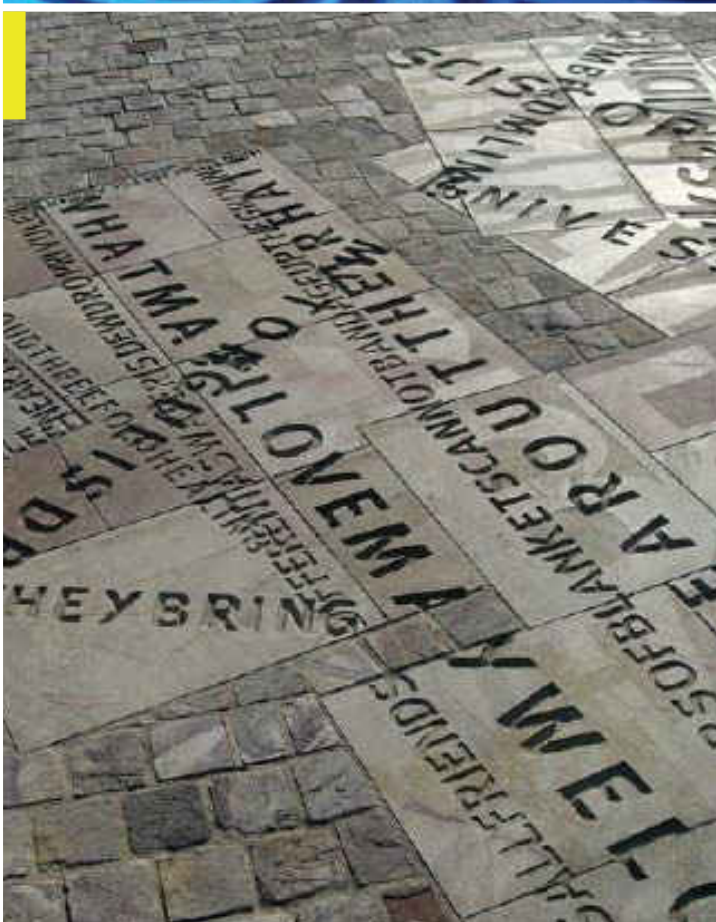
LANDMARK OPPORTUNITY



PLACEMAKING OPPORTUNITY



DISCOVER & REVEAL OPPORTUNITY



DESIGN CONSIDERATIONS

A WATER EXPERIENCE

LANDMARK OPPORTUNITY

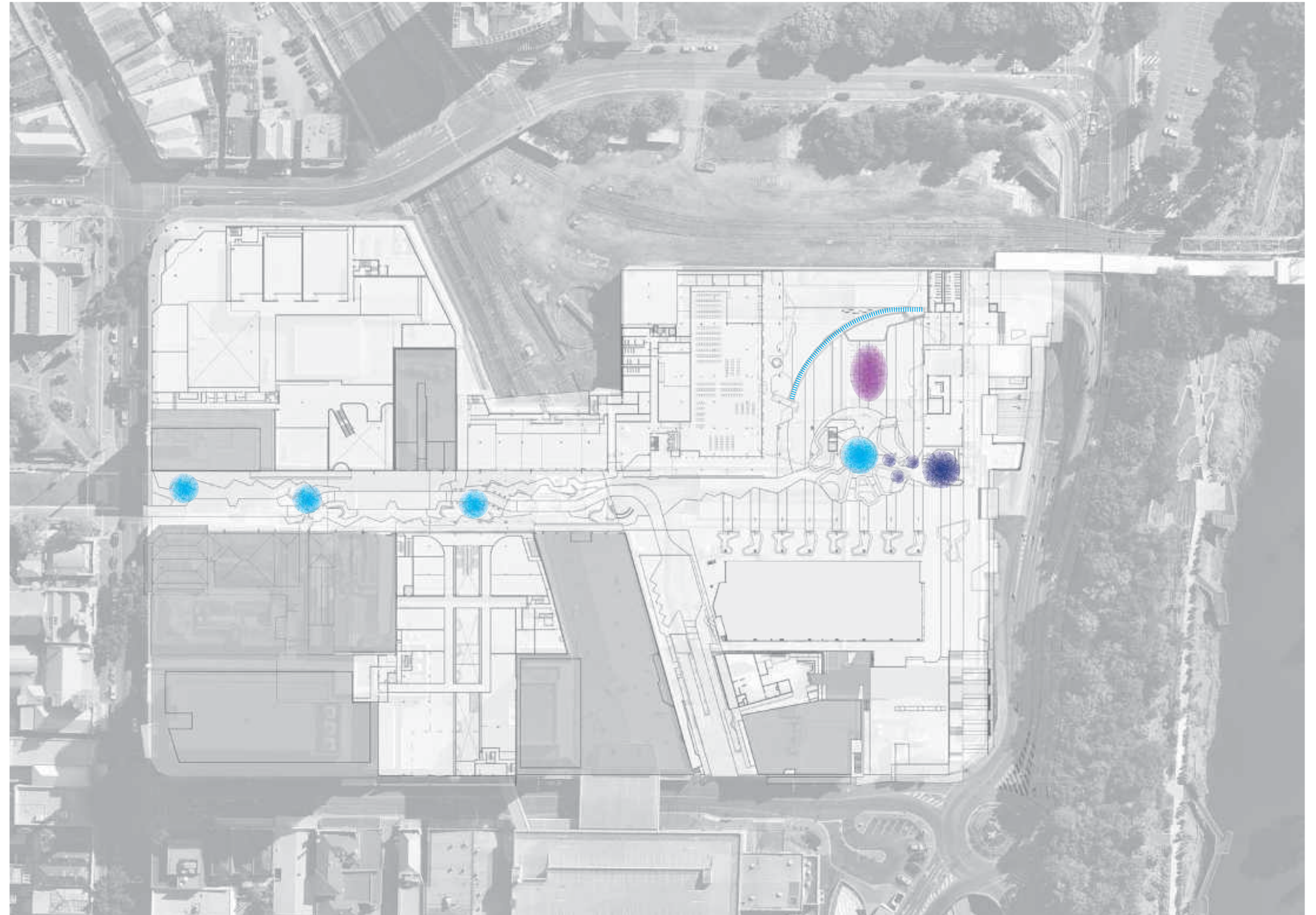
- Iconic & Active
- Interactive
- Highly Visible
- Dancing Music Fountains

PLACEMAKING OPPORTUNITY

- Destinalional
- Interactive
- Accessible
- Water Play

DISCOVER & REVEAL OPPORTUNITY

- Passive & Casual
- Interactive
- Misting
- Water Rills



DESIGN CONSIDERATIONS

A WATER EXPERIENCE

LANDMARK OPPORTUNITY

- Iconic & Active
- Interactive
- Highly Visible
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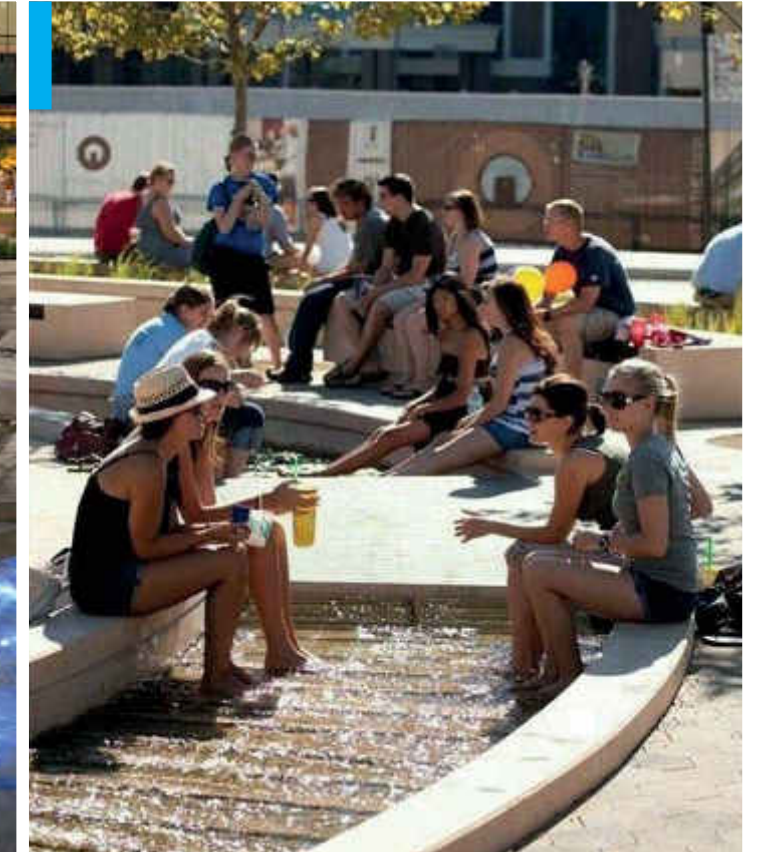
LANDMARK OPPORTUNITY



PLACEMAKING OPPORTUNITY



DISCOVER & REVEAL OPPORTUNITY



DESIGN CONSIDERATIONS

FOOD & BEVERAGE

INTRODUCTION

Food and Beverage consultants Brain and Poulter provided specialist advice regarding food and beverage catering sustainability. B&P analysed the key elements of demographics, competition, site traffic, dining density and population and applied a range of industry and B&P benchmarks to understand what food is sustainable where and when. These recommendations as summarised below formed the basis of the food and beverage proposal for the city centre master plan.

SUSTAINABILITY OF FOOD – WHAT B&P LOOK FOR

DEMOGRAPHIC

- Characteristics that indicate the appropriate type of food offer (fast, slow and/or fresh food) –Who is the primary market for F&B at Ipswich City Heart?

COMPETITION

- Analysis that indicates what is popular in area at the moment and where there are gaps in the market

SITE TRAFFIC

- For F&B ‘conversion’ –is there a reason to be passing through or visiting the City Heart?

DINING DENSITY

- ..and clustering / precincting of food in the area that will support increases to F&B operations

GROWING POPULATION

- ..and Upcoming Residential and Commercial Developments that will spur on activity in the area

B&P have analysed these key elements for Ipswich City Heart and applied a range of industry and B&P benchmarks to understand what food is sustainable where and when.

SUSTAINABILITY OF FOOD – KEY TAKE OUTS

DEMOGRAPHIC CHARACTERISTICS

- Currently the demographic favours fast, casual dining and pub offers

COMPETITION ANALYSIS

- Current mix reflects local demographic –suburban Aussie favourites
- Gap for on trend casual dining –national brands and local heroes

STRONG TRAFFIC THROUGH SITE FOR F&B ‘CONVERSION’

- Current plans for City Heart will see weak pedestrian travel paths through site
- Through strategic design, travel paths can be strengthened by ensuring there are reasons to be there (anchors such as entertainment concepts, car parking, easy cinema access etc)

DINING DENSITY AND CLUSTERING / PRECINCTING

- Analysis of Dining Density indicates CBD is the ‘food centre’ for the area

GROWING POPULATION AND DEVELOPMENTS

- Population growth will support additional food in Ipswich, some of which can be located in City Heart



Characteristics that highlight preference for Fast Food, Casual Dining & Pub

- **High % families with children**
- **High % trades workers**
- High % students
- **Lower than average income**
- High % mortgage commitments
- **Limited tourism in area**
- **Low % Asian Demographic**

The affordable nature of fast food is attractive to demographics with low disposable income and time poor customers

Characteristics that highlight preference for Slow Food, Bar and Dining

- High % DINKS/ SINKS
- High % professional workforce
- Higher than average income
- **High % renting**
- Low unemployment
- High % Asian Demographic
- High tourism area

Slow food requires a demographic that has the time to dine in, and is willing to spend more per head

Characteristics that highlight preference for Fresh Food Retail

- **High % families with children**
- Higher than average income
- High % home ownership
- High % professional workforce
- High % international residents
- Limited tourism in area

Fresh food usually requires a strong supermarket in the same centre and a demographic with a sizeable basket shop

B&P RESIDENTIAL DEMOGRAPHIC GUIDING PRINCIPLES - IPSWICH B&P AREA

DESIGN CONSIDERATIONS

FOOD & BEVERAGE

Currently – up to 6 additional F&B can be supported in CBD.
By 2021, a further 8 can be supported based on population
Growth in CBD. B&P recommend 6-7 of these are in the City
Heart. Estimates of current bridge, carpark and library traffic
confirm this Dining Density suggesting 6-7 outlets sustainable in
City Heart. Current Office Worker Market is catered for in CBD,
however new council office will support one Lobby Espresso bar
on site

THIS TOTALS 7-8 FOOD CATERING OFFERS
AS SUSTAINABLE IN IPSWICH CITY HEART
DEVELOPMENT

IDEA

The 7-8 sustainable F&B for the proposed site can only
be supported with a strong combination of retail, daily
entertainment concepts(eg. Bowling), cinema, regular events to
drive people to the precinct and provide a sense of purpose.



RESPONSE

THE CIVIC AND COUNCIL PRECINCT –1
CAFÉ TO SUPPORT THE LIBRARY AND
COUNCIL BUILDING, OPTIONAL POP-UP
F&B TO SUPPORT DAYS WHEN THERE
ARE EVENTS OR TO CREATE A MARKET
EVENT

THE DINING AND ENTERTAINMENT
PRECINCT –6-7 OUTLETS TAKING INTO
ACCOUNT THE RENOVATION OF THE
EXISTING PUB/HOTEL AND OTHER FOOD
TO BE PLACED ONTO NEW CITY PLAZZA

DESIGN SCORECARD

B&P FOOD AND BEVERAGE DESIGN SCORE CARD

DINING & ENTERTAINMENT PRECINCT SCORES WELL ABOVE 70%

Critical Success Factor Scorecard
Dining & Entertainment Score was 69%
Now 92%



DESIGN CONSIDERATIONS

EVENT SPECIALIST - RECOMMENDATIONS

PRIMARY EVENTS

The core events, varied in number and frequency. A combination of events that both serve the community and generate revenue.

- Expos/ Trade events
- Markets
- School holiday events
- Christmas / NYE events

SECONDARY EVENTS

Major one off events throughout the year, generally spread over multiple days generating high levels of engagement from the community.

- Culinary events
- Exhibitions
- Festivals & Theatre (Music & Multi Arts)
- Concerts & Outdoor Cinema
- Sports events
- Private Functions & events



PRIMARY EVENTS

DESIGN SCORECARD

B&P with events specialist Gill Minervini

| Entertainment Precinct | Score | Weighting |
|------------------------------|-------|-------------------|
| Stage and Facilities | 20% | Section weighting |
| | 88% | |
| Capacity and Crowd Control | 20% | Section weighting |
| | 73% | |
| General Site | 20% | Section weighting |
| | 65% | |
| Infrastructure and Utilities | 20% | Section weighting |
| | 69% | |
| F&B relationship | 20% | Section weighting |
| | 92% | |
| Total Score | | |
| 77.30% | | |



SECONDARY EVENTS

DESIGN CONSIDERATIONS

EVENT SPECIALIST - EVENT CALENDAR

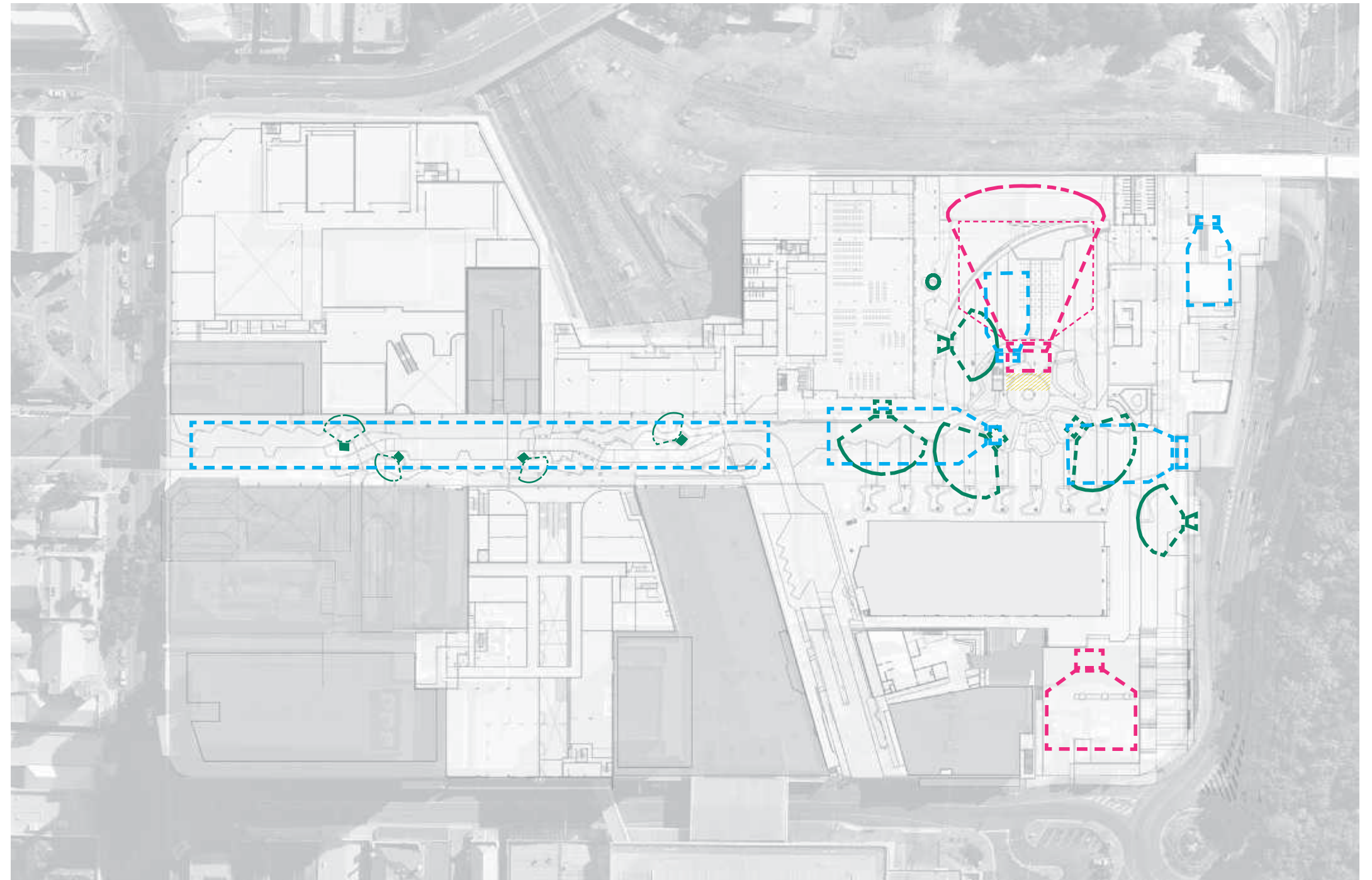
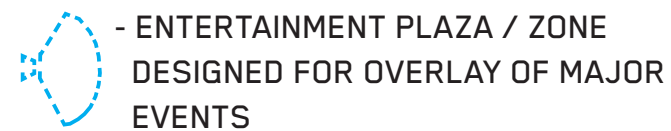
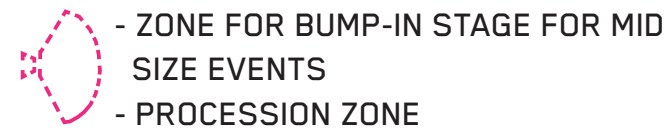
INTRODUCTION

Existing Ipswich events with potential to be held in the proposed city centre master plan were analysed, and opportunities for additional events were proposed. A potential annual events calendar was then prepared as noted below.

| Event | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | TOTAL |
|------------------------------|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| Entertainment / Concert | Current - Ipswich Battle of the Bands | | | | | | | 1 | | | | | | 1 |
| | Current - Kitsch in the Switch | | | | | | | | | 1 | | | | 1 |
| Festival (Multi-Art / Music) | Ipswich Water Festival | 7 | | | | | | | | | | | | 7 |
| | Other Festivals | | | 1 | | | 1 | | | 1 | | 1 | | 4 |
| Sport - Big Screen Events | Movies Under the Stars | | 14 | 14 | | | | | | | | | | 28 |
| | Televised Carols by Candlelight | | | | | | | | | | | | 1 | 1 |
| | Football Finals - State of Origin | | | | | 1 | 1 | 1 | | | | | | 3 |
| | Football Friday Night | | | | 2 | 2 | 2 | 2 | 2 | 2 | | | | 12 |
| | AFL Finals | | | | | | | | 3 | 2 | | | | 5 |
| | Tennis Grand Slam Events | 1 | | | | | | | | | | | | 1 |
| | Night Match Cricket | 2 | 2 | | | | | | | | | | | 4 |
| Christmas / NYE / Easter | Easter Egg Hunt / Egg Painting | | | 2 | | | | | | | | | | 2 |
| | Christmas Tree / Nativity / New Years Eve | | | 2 | | | | | | | | | 3 | 5 |
| | Special Occasion Market | | | | 1 | | | | | | | | 1 | 2 |
| Community and School Events | Expo & School Events | 1 | | | 1 | | | 1 | | 1 | | | 1 | 5 |
| | Games in Civic Spaces Friday Nights | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | 10 |
| | Exhibitions | | | | | | 1 | | | | | | | 1 |
| | Yoga in the Heart | | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | | 44 |
| Markets | Flea Market | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 |
| | Fresh Food & Markets | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 23 |
| | Current - Food Fair in the square | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 12 |
| TOTAL | | 13 | 25 | 28 | 13 | 13 | 14 | 15 | 15 | 16 | 10 | 10 | 10 | 182 |

EVENT TYPE FLEXIBILITY

The external areas of the master plan are designed to accommodate various event types ranging from intimate performances like buskers to major 3,000 person outdoor concerts. The public spaces are designed to provide day to day public amenity, but are flexible to accommodate one-off major events. The master plan contains a number of built-in plug and play spaces accommodating day to day performances. Major events overlay has been considered to enable bump-in of stages and the like for major performances in dedicated areas.

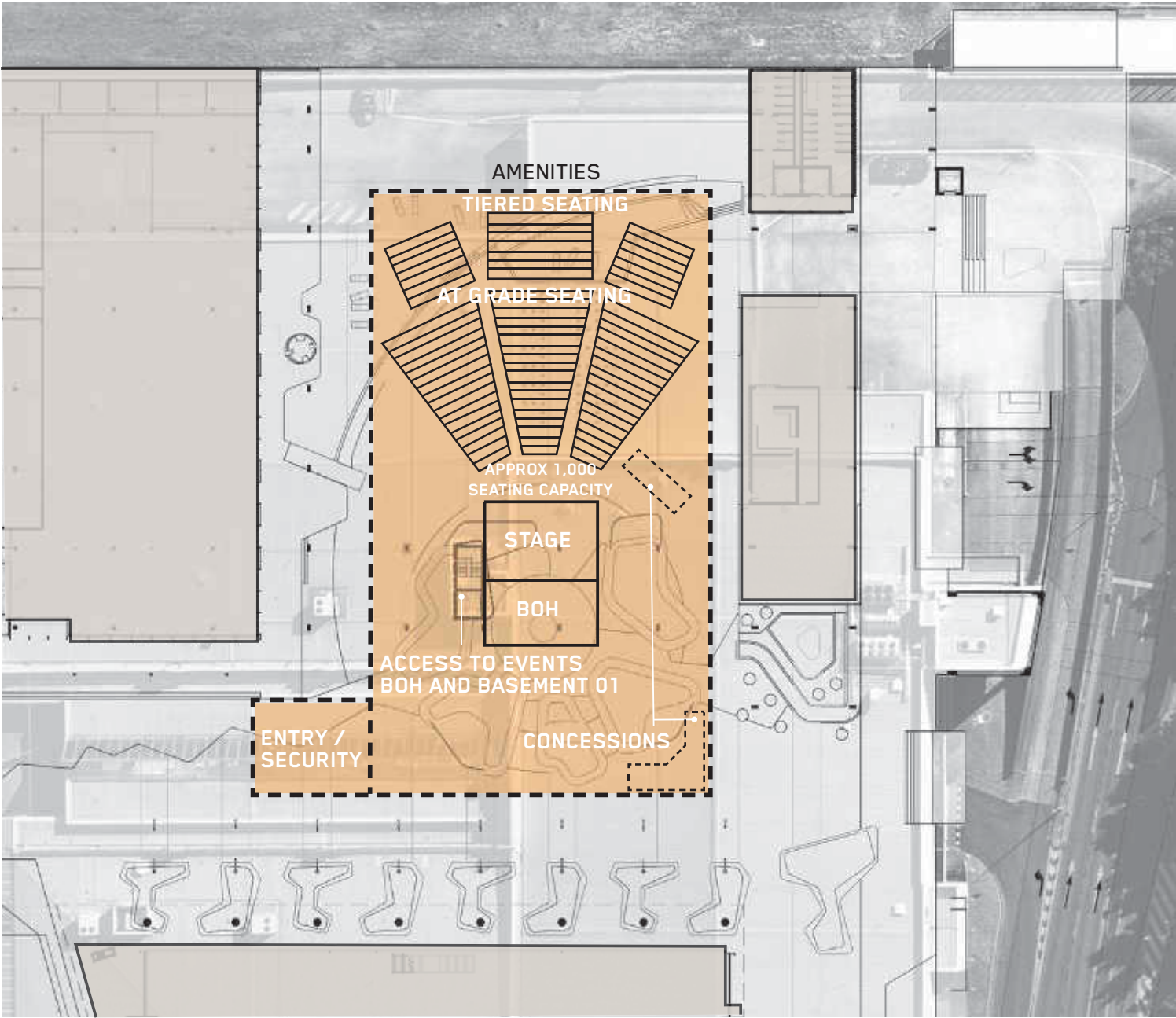


DESIGN CONSIDERATIONS

MAJOR EVENT OVERLAY - CONCERT MODE

INTRODUCTION

The entertainment plaza is designed to accommodate a major event overlay whilst enabling the overall precinct to remain functioning. In concert mode the main stage zone is allocated to the eastern end of the entertainment plaza under the main roof. This zone has direct connection to a stair and lift enabling secure access to a back of house area located in the basement below.

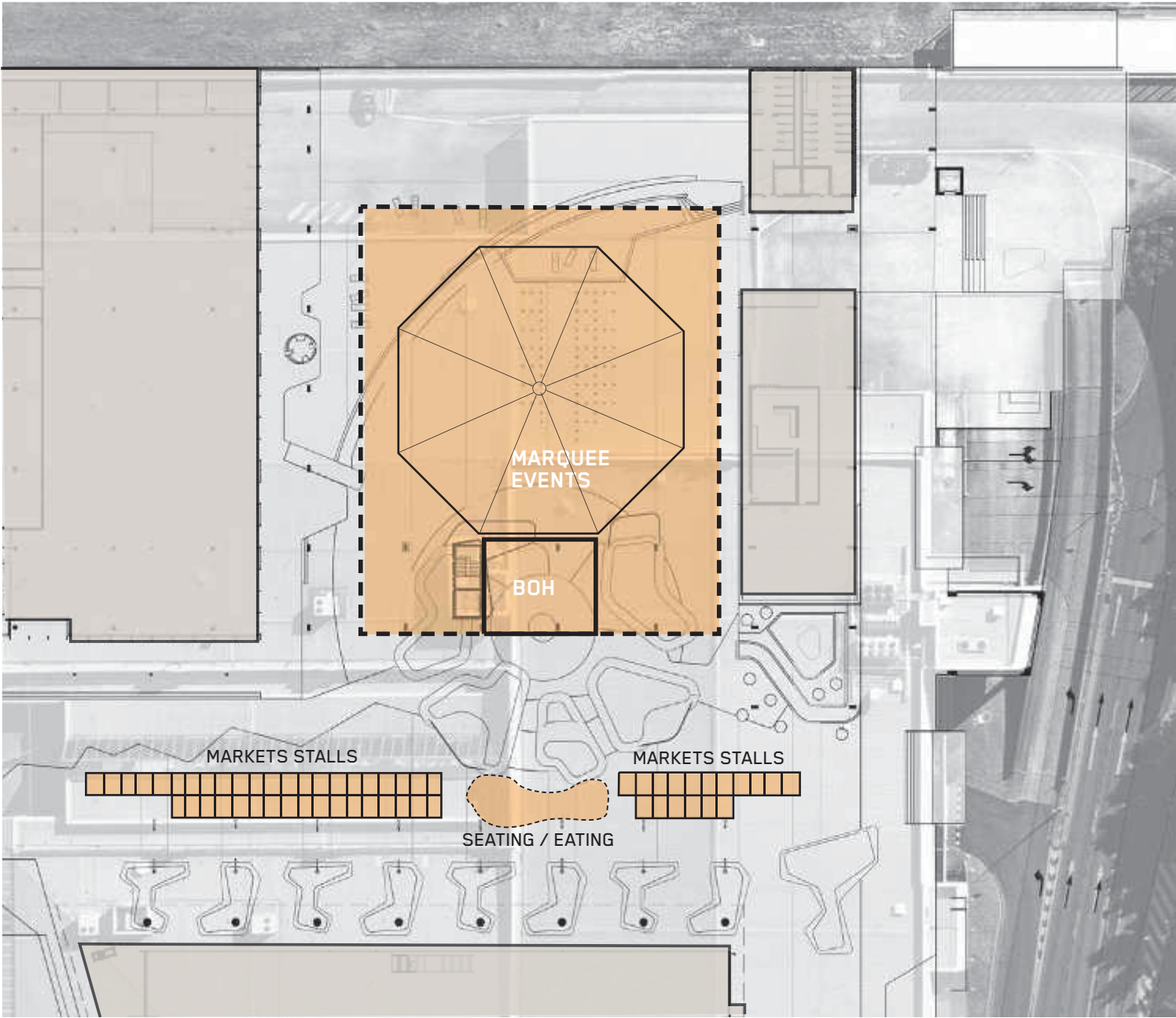


DESIGN CONSIDERATIONS

MAJOR EVENT OVERLAY - MARQUEED EVENTS & MARKETS OVERLAY

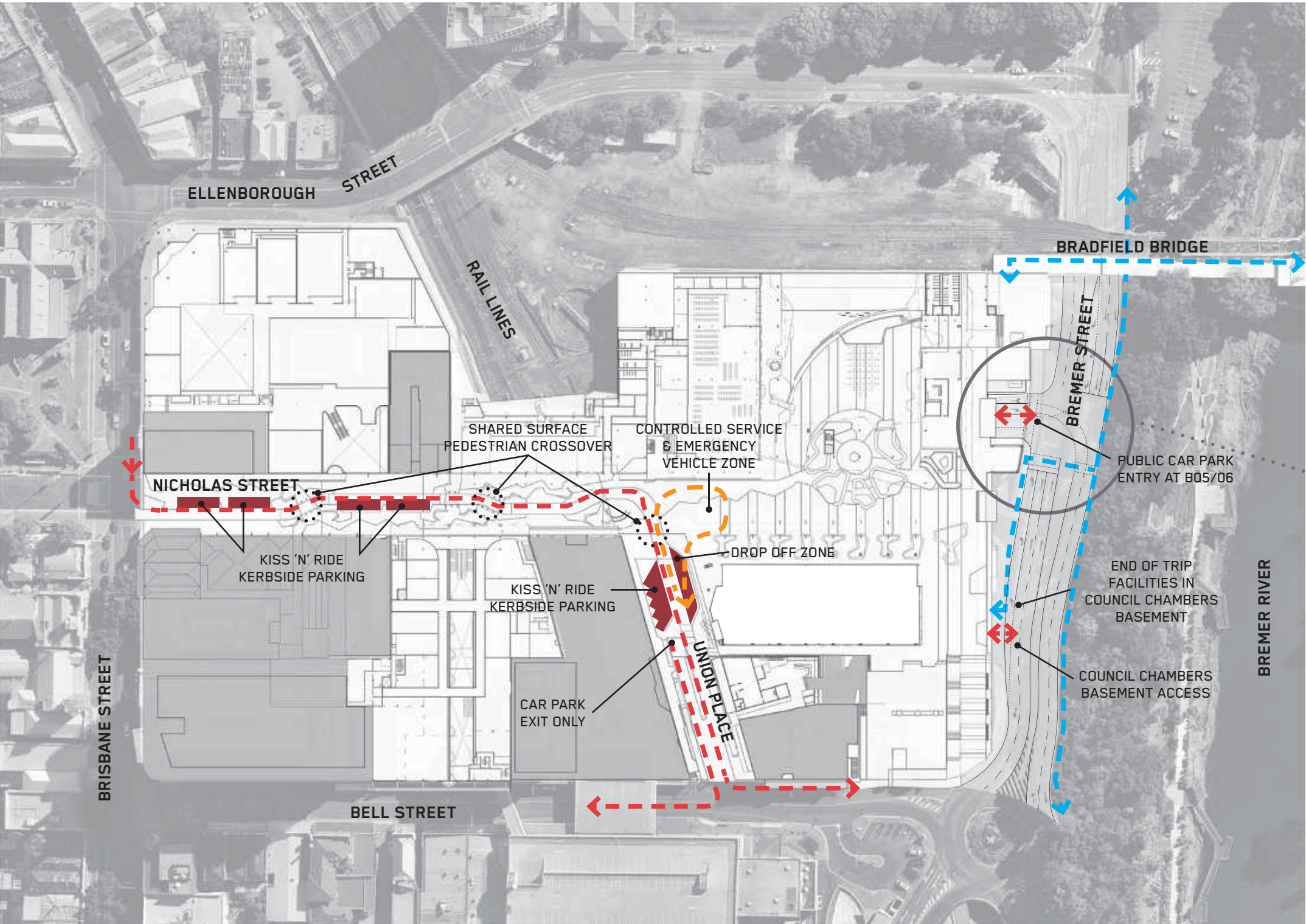
INTRODUCTION

The entertainment plaza is also designed to accommodate large marquee events. The zone at the eastern end is designed to accommodate back of house facilities for a marquee. This zone has direct connection to a stair and lift enabling secure access to a back of house area located in the basement below. Overlay for Markets is also identified along the main civic promenade.



DESIGN CONSIDERATIONS

VEHICLE & CYCLIST STRATEGY

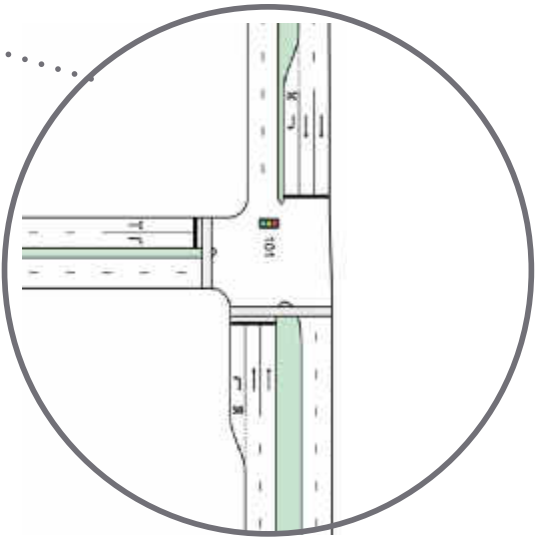


BREMER STREET REALIGNMENT

- Existing service ramps removed
- Single all-movements signalised access point on Bremer Street
- Four lane cross section
- Left and right turn auxiliary lanes

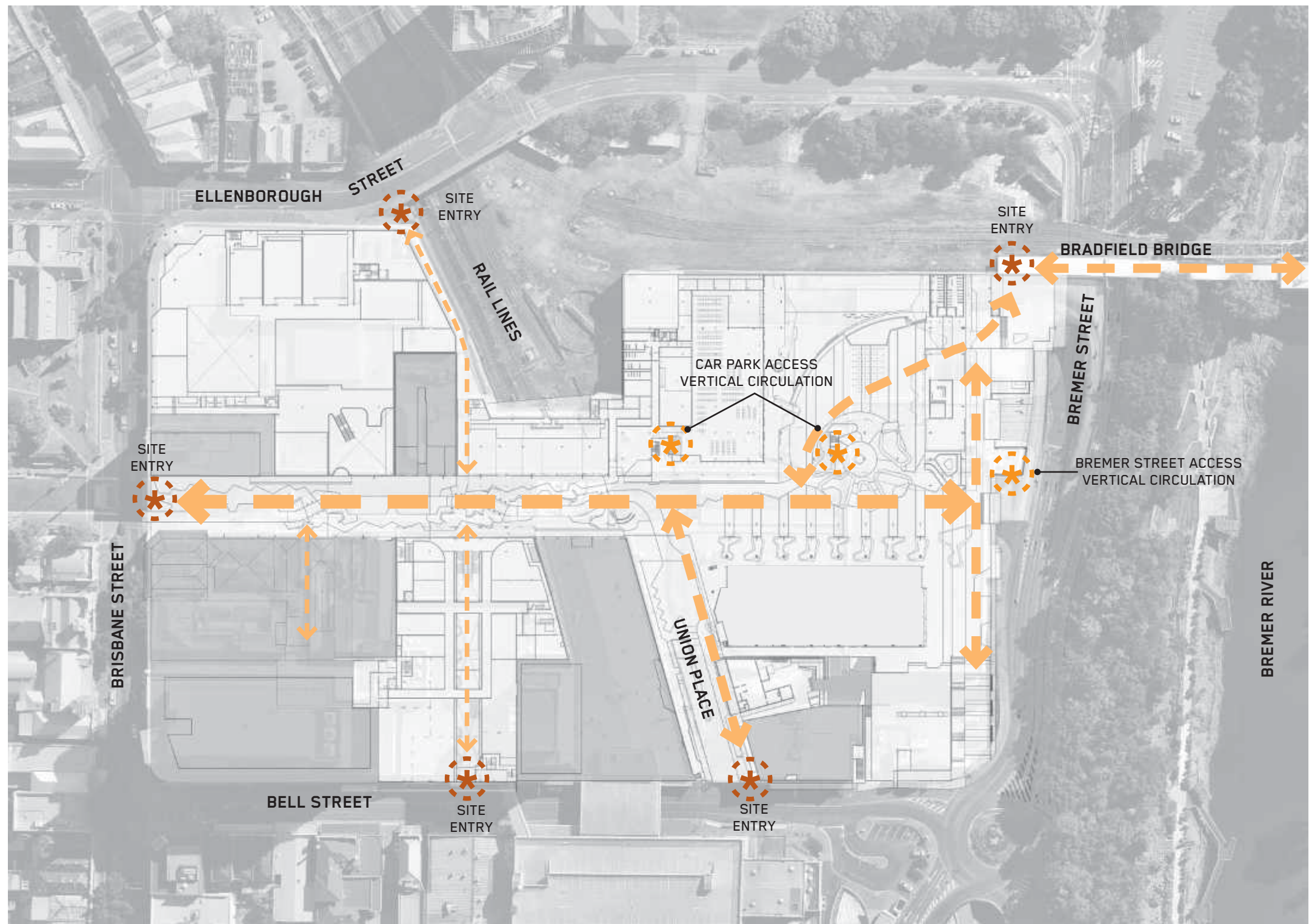
BREMER STREET TRAFFIC SIGNALS

- Configuration appears more than adequate to accommodate design traffic loadings
- Cycle times between 60-90 seconds tested
- Queue lengths appear contained within turn pockets
- Critical intersection appears to be Bremer Street / Ellenborough Street signals. It is noted that the proposed redevelopment does not materially impact the operations of the Bremer Street / Ellenborough Street signals.



DESIGN CONSIDERATIONS

PEDESTRIAN MOVEMENT



DESIGN CONSIDERATIONS

BASEMENT 05/06



CAR PARKING PROVISION

| PARKING TYPE | APPROXIMATE YIELD |
|-------------------|---|
| GENERAL PARKING | 880 spaces |
| PWD PARKING | 19 spaces (1 per 50) |
| PARENT PARKING | 19 spaces (1 per 50) |
| MOTORCYCLIST | 19 spaces (1 per 50) |
| VAN / UTE PARKING | 3-4 spaces proximate to Bremer Street Loading |

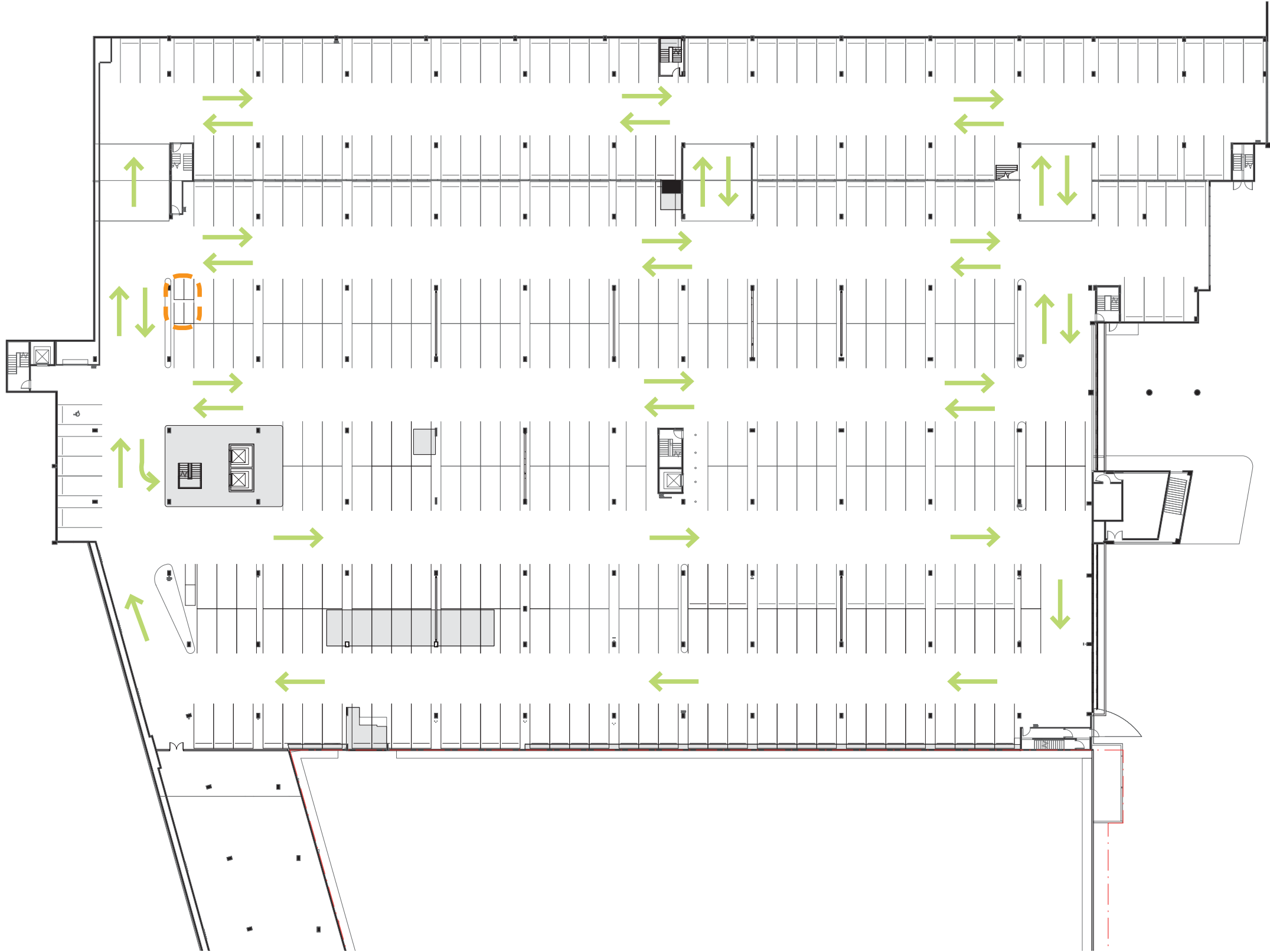
- ### CAR PARK CIRCULATION REQUIREMENTS
- Incorporate one-way flow system to simplify search patterns. As well as primary access & egress points.
 - Car park counting hardware integrated with supportive wayfinding signage.

- ### ENTRY RE-CONFIGURATION
- Additional queue storage
 - Retain central reversible lane
 - Ramp location maintained

DESIGN CONSIDERATIONS

BASEMENT 03/04

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DESIGN CONSIDERATIONS

BASEMENT 01/02



UNION PLACE RAMP
EXIT ONLY

DESIGN CONSIDERATIONS

IPSWICH CITY PRECINCT SMART CITY MAP



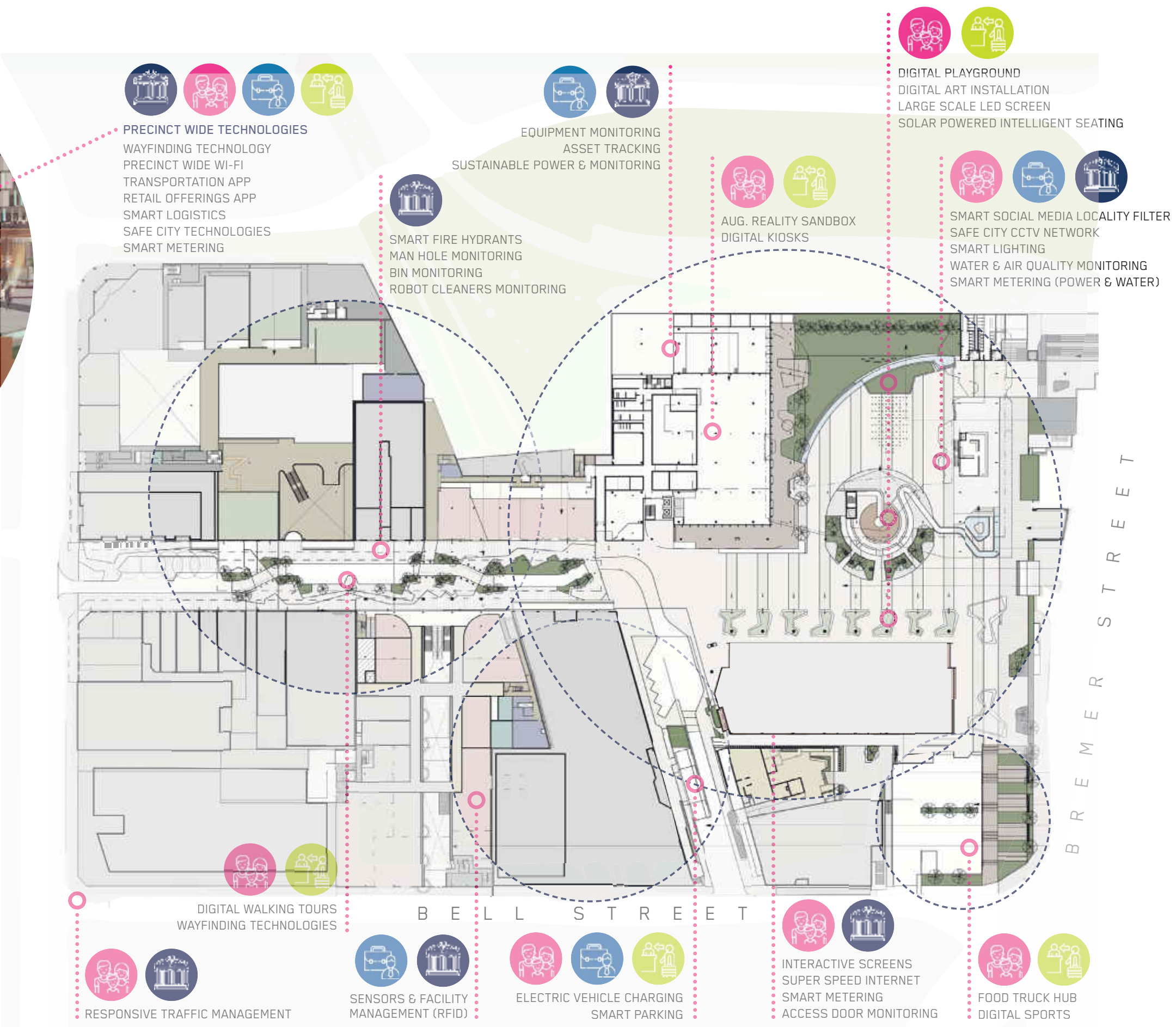
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INTRODUCTION

Ipswich aims to create one of the world's first digitally integrated entertainment, civic and retail precincts.

By applying cutting edge technology to world class urban design, the revitalized Ipswich City Centre will offer exciting experiences for residents that cannot be had anywhere else.

Digital design will also help unlock economic opportunity, reduce Council's operating costs and set Ipswich apart as a global leader of Smart City and Digital design.



DESIGN CONSIDERATIONS

NICHOLAS AND UNION STREETS SMART CITY MAP

INTRODUCTION

By using cutting edge sensor technologies, robotics and energy efficient lighting, Ipswich City Properties aims to transform Nicholas and Union Streets in to an engaging, safe and welcoming gateway to a vibrant, world class, precinct.

WAYFINDING TECHNOLOGY

Offer visitors information and directions in multiple languages
Interactive screens with visual cues

DIGITAL WALKING TOURS

Bringing Ipswich's history alive
App based, self-guided, audiovisual tours

SMART LIGHTING

Improved safety and security
Sensor technology to help direct illumination, reducing energy costs and increasing efficiency

ELECTRIC VEHICLE CHARGING

Encourage and facilitate use of energy efficient vehicles
Direct current devices

SAFE CITY CCTV NETWORK

Enhanced data driven security and insights
Networked HD CCTV cameras and pedestrian heatmapping software

INTELLIGENT SEATING

Smart and connected public infrastructure
Public seating with embedded WiFi hotspot, redundant solar + battery power integrated with a mobile charging station.

SMART PARKING

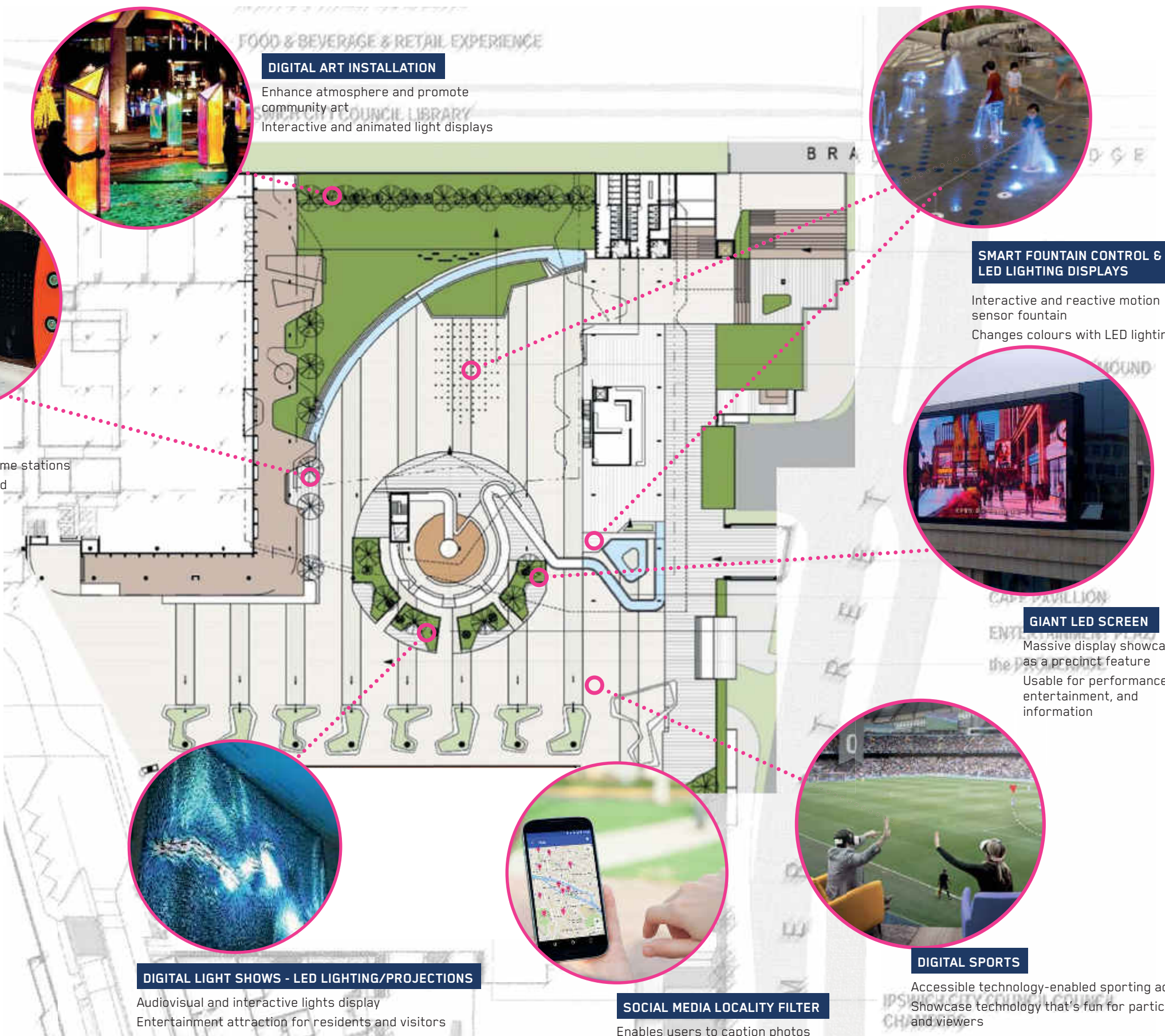
Allow visitors to anticipate parking availability and enable Council to better understand parking trends
Sensor technology to track vehicle movements and parking availability, integrated with precinct App and website

DESIGN CONSIDERATIONS

CIVIC SQUARE SMART CITY MAP

INTRODUCTION

Building a fun, exciting and innovative civic space through the unique and imaginative use of bespoke interactive artwork, immersive displays and vibrant lighting shows.



DIGITAL ART INSTALLATION

Enhance atmosphere and promote community art
Interactive and animated light displays

SMART FOUNTAIN CONTROL & LED LIGHTING DISPLAYS

Interactive and reactive motion sensor fountain
Changes colours with LED lighting

GIANT LED SCREEN

Massive display showcased as a precinct feature
Usable for performances, entertainment, and information

DIGITAL SPORTS

Accessible technology-enabled sporting activities
Showcase technology that's fun for participants and viewers

SOCIAL MEDIA LOCALITY FILTER

Enables users to caption photos with custom Ipswich themed filters to share with friends and family

DIGITAL LIGHT SHOWS - LED LIGHTING/PROJECTIONS

Audiovisual and interactive lights display
Entertainment attraction for residents and visitors

DIGITAL PLAYGROUND

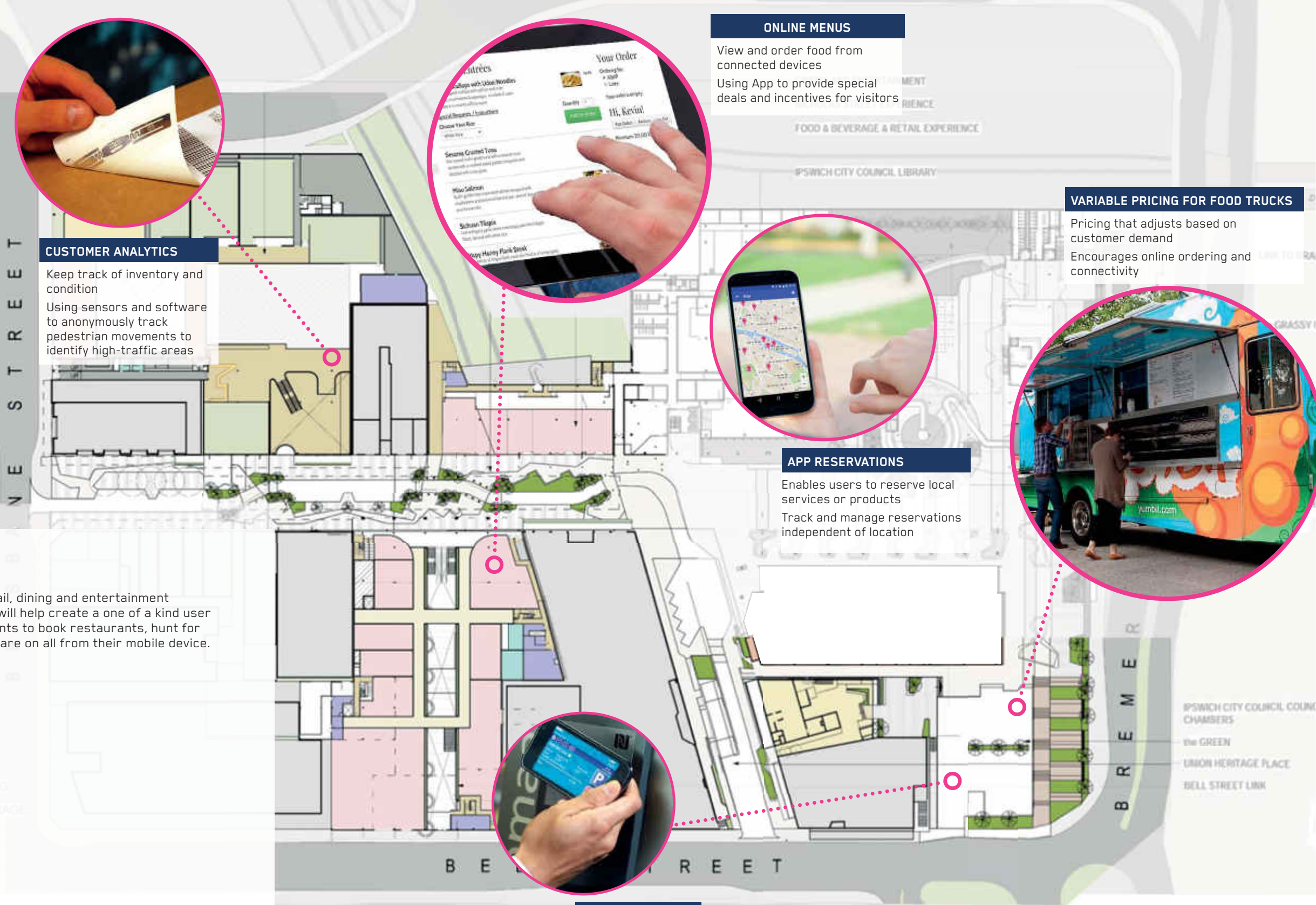
Interactive multiplayer game stations
Accessible, interactive and interchangeable outdoor gaming stations

DESIGN CONSIDERATIONS

RETAIL, FOOD & BEVERAGE SMART CITY MAP

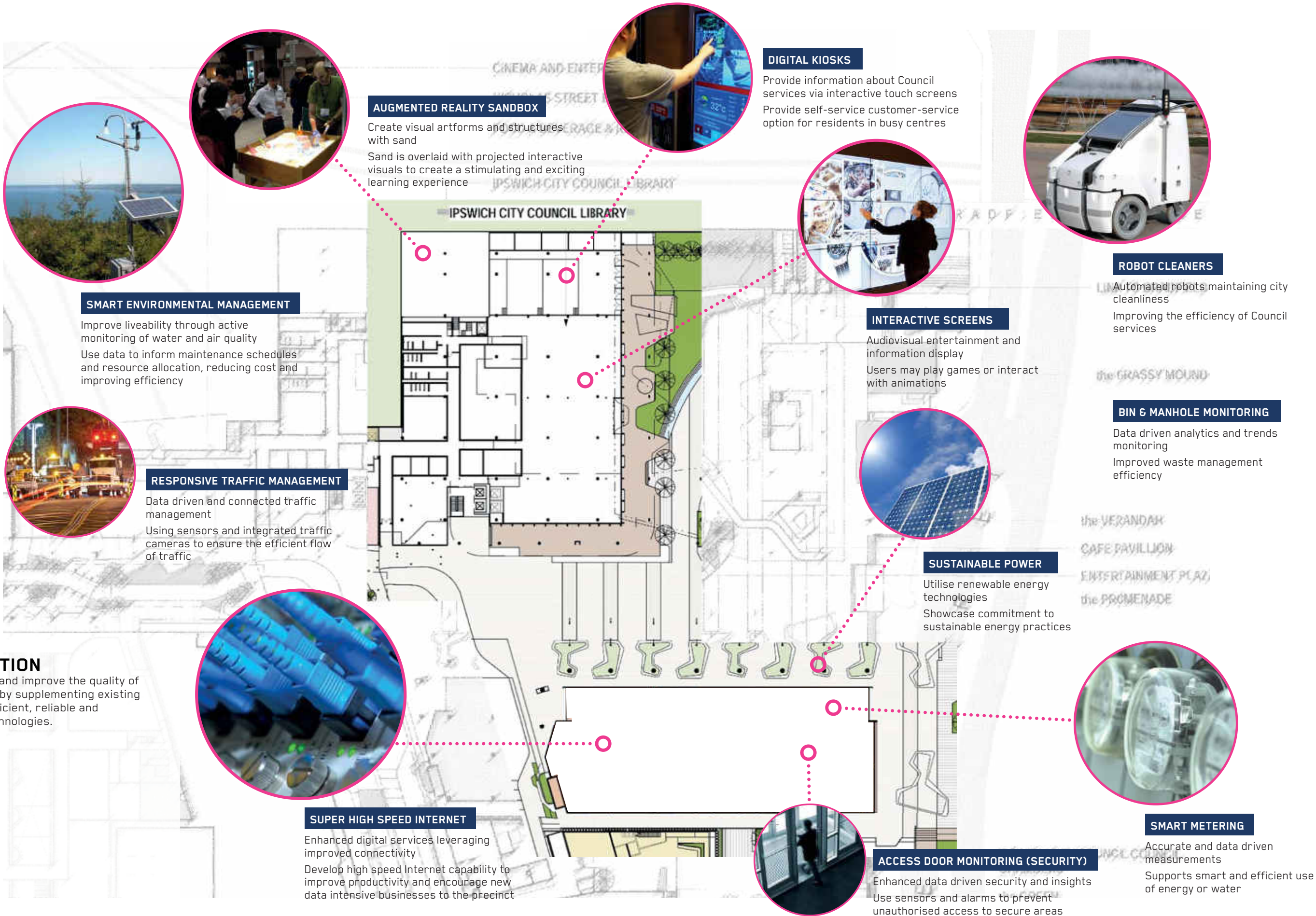
INTRODUCTION

Connecting residents to exciting retail, dining and entertainment options through a bespoke App that will help create a one of a kind user experience. The App will allow residents to book restaurants, hunt for special deals and check what events are on all from their mobile device.



DESIGN CONSIDERATIONS

COUNCIL BUILDING, LIBRARY & SERVICES SMART CITY MAP



INTRODUCTION

Reduce the cost and improve the quality of Council services by supplementing existing services with efficient, reliable and cutting-edge technologies.

DESIGN CONSIDERATIONS

CONNECTIVITY OVERLAY SMART CITY MAP

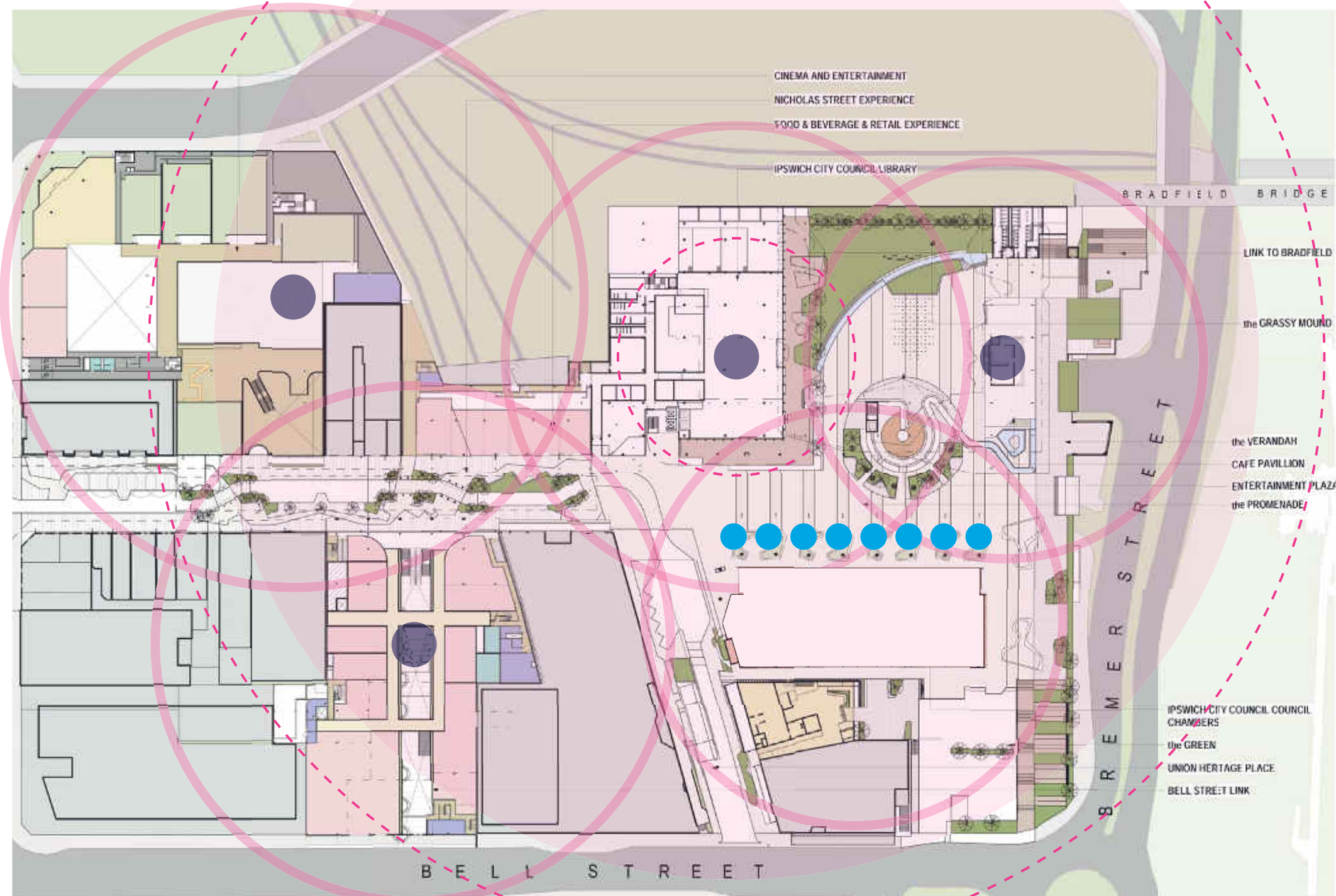
Wi-Fi HaLow or Bluetooth
LTE equivalent.



Free WiFi Hotspot



Localised high speed WiFi
integrated into Smart
Benches



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