



# EDWARD STREET

VISION  
creating the  
retail boulevard

**brisbane**  
australia's new world city



*Dedicated to a better Brisbane*

# Foreword



As Australia's New World City and the gateway to Asia, Brisbane is emerging as a thriving hub for business and innovation. The streets of our city centre are vital public spaces that add colour to our outdoor lifestyle and contribute to the energy, economy and function of the city.

Edward Street has evolved over recent years to establish itself as a high-end retail precinct, boasting a growing collection of international brands and contributing to Brisbane's global identity.

A thriving and diverse retail offer is fundamental to the future of our city centre economy and the continued success of Edward Street is a priority. Council will support the established businesses on Edward Street by investing in street upgrades that will deliver broad, tree-lined footpaths to enhance its image as a premier retail hub.

This vision for Edward Street will provide a blueprint for the future of this key city boulevard and outline the steps necessary to consolidate and grow its position in our city as a key retail destination.

I thank the business community, industry experts and the wider community for their valuable contributions.

A handwritten signature in black ink, which reads "Graham Quirk". The signature is fluid and cursive.

Graham Quirk  
Lord Mayor







# Project overview

This document positions Edward Street as an exemplar pedestrian street and subtropical retail boulevard that connects Spring Hill to Central Station, Queen Street Mall and the City Botanic Gardens, contributing to Brisbane's emergence as Australia's New World City.

## A City Centre Master Plan priority project

The *Brisbane City Centre Master Plan 2014* (CCMP) was endorsed by Brisbane City Council in March 2014. The CCMP sets out a number of transformative projects to support a new direction for our city centre and deliver on the vision for an 'open Brisbane' – open for business, an open outdoor lifestyle and open for all people to enjoy. The CCMP identifies six priority projects for short-term delivery including the Edward Street upgrade. This document provides a vision for the future of Edward Street, to kick-start the process of transformation. The purpose of this document is to articulate the vision for the street and identify the key steps to making this vision a reality.

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# Strategic framework

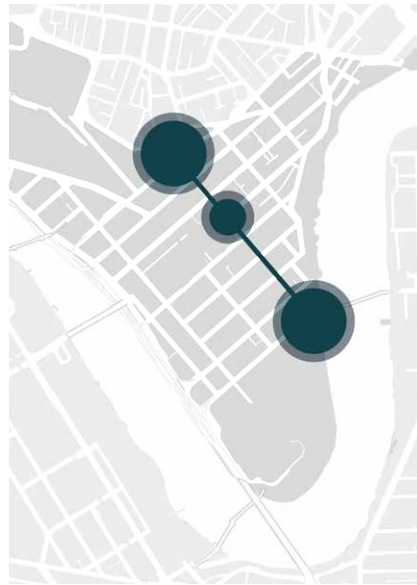
The Brisbane CBD is the state's most important piece of real estate for economic growth, being responsible for in excess of 5% of Queensland's economic output. As part of this ongoing prosperity, pedestrian journeys in the city centre are set to double over the next 20 years and the streets in our city centre will become dynamic public spaces. The Edward Street retail boulevard is one of a network of city centre streets surrounding Queen Street Mall that will expand the pedestrian focus of our city centre. Securing more pedestrian oriented outcomes for the street will support economic growth and create better strategic connections between inner-city neighbourhoods.

Six strategic drivers will guide Edward Street's role in the future development of Brisbane city.



## 1 Connecting inner-city neighbourhoods

Edward Street will become a key north-south link through the city and connect with surrounding inner-city neighbourhoods. The steps at Jacob's Ladder create an attractive link to Spring Hill and at the southern end of the street, connectivity with the river's edge will be enhanced.



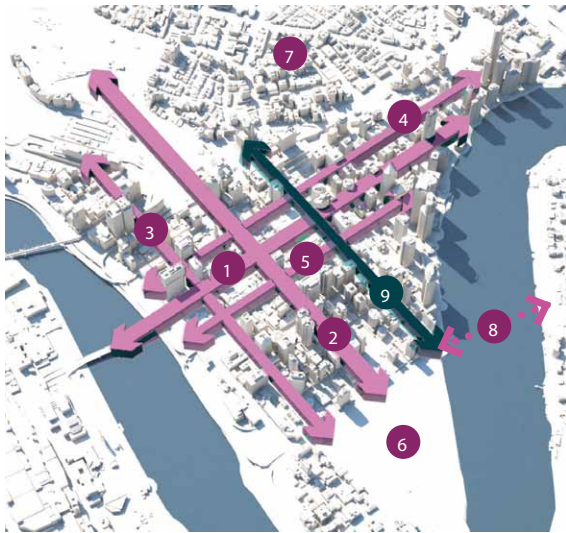
## 2 The gateways

Edward Street is anchored at either end by two of our great city parklands, the City Botanic Gardens and King Edward Park. The opportunity exists to transform the adjoining blocks of Edward Street into lush green gateways through generous planting. The symbolic importance of Central Station and Queen Street Mall as entry points can also be emphasised through design.



## 3 Ridge to river experience

Edward Street is characterised by dramatic topography. Extending from the heights of Spring Hill, the street captures the life and activity of the city and frames views to the Brisbane River and Kangaroo Point. An identity that celebrates and unifies these elements will promote Edward Street as a city centre destination.



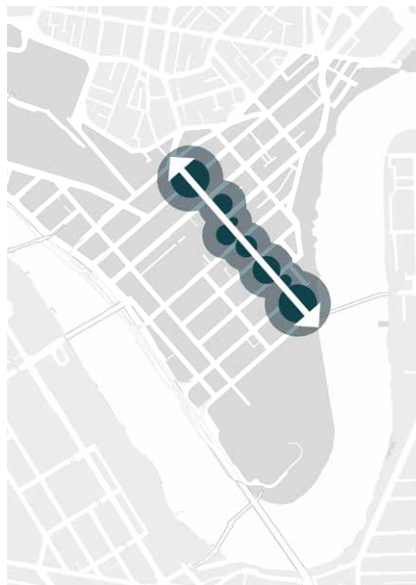
| KEY |                        |
|-----|------------------------|
| 1   | Queen Street Mall      |
| 2   | Albert Street          |
| 3   | George Street          |
| 4   | Adelaide Street        |
| 5   | Elizabeth Street       |
| 6   | City Botanic Gardens   |
| 7   | Spring Hill            |
| 8   | Future pedestrian link |
| 9   | Edward Street          |

City boulevards (Brisbane City Centre Master Plan 2014)



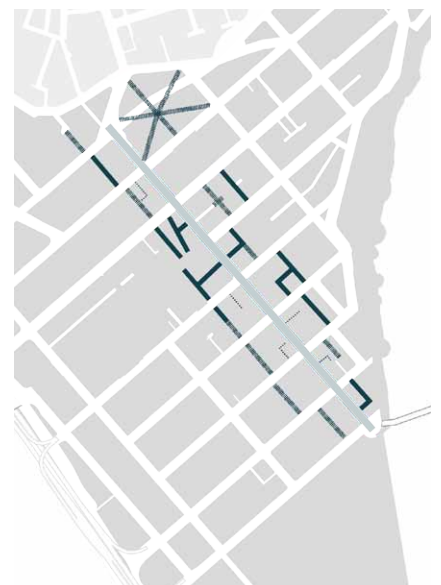
## 4 Role and function

Edward Street is a dynamic street whose role and function varies along its length. The northern end has easy access to Central Station, creating an important transport focus. The high-end retail core is located at the centre of the street and extends the city centre's retail heart beyond Queen Street Mall. Towards the southern end, an emerging dining focus link to our riverfront dining precincts.



## 5 Celebrating heritage architecture

Edward Street is home to some of Brisbane's most significant heritage buildings. There is an opportunity to showcase the character of the street through creative lighting installations, heritage interpretation and adaptive reuse.



## 6 Vibrant laneways

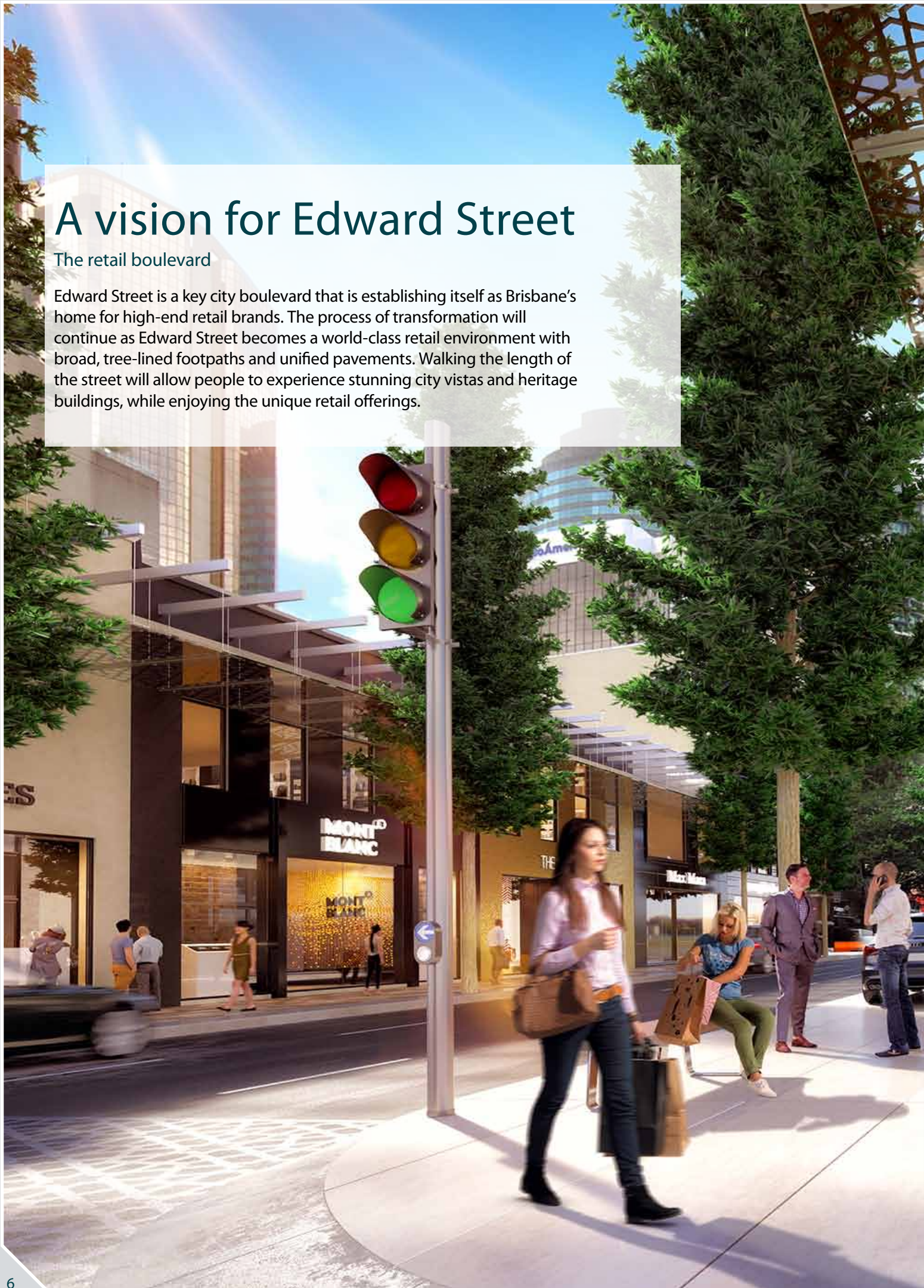
Laneways and small spaces linking into Edward Street will be activated in partnership with the private sector. These small spaces will become vibrant and dynamic venues for pop-up events and provide opportunities for artwork and creative lighting.



# A vision for Edward Street

## The retail boulevard

Edward Street is a key city boulevard that is establishing itself as Brisbane's home for high-end retail brands. The process of transformation will continue as Edward Street becomes a world-class retail environment with broad, tree-lined footpaths and unified pavements. Walking the length of the street will allow people to experience stunning city vistas and heritage buildings, while enjoying the unique retail offerings.









# Rebalancing the street

To realise Edward Street’s potential as a retail-focused city boulevard, the function of the street needs to be progressively rebalanced to improve the quality and capacity of the pedestrian environment. As well as continuing to facilitate vehicle movements, increased priority needs to be given to the emerging role of the street as an attractive place for people to gather, shop and do business. A more pedestrianised street will support the economic viability of this emerging retail precinct and city gateway. Council has begun to investigate the opportunities to improve the function of the street and deliver improved pedestrian and cycling outcomes while ensuring the future traffic function meets broader city needs.

The current arrangement of Edward Street places an emphasis on its role as a vehicle, bus and service route into and out of the city centre. Operating as a one-way street from Turbot Street through to Alice Street, pedestrian movement is constrained by narrow footpaths. The kerbside lanes accommodate a range of uses and there is need to re-evaluate the layout of the street to enhance it’s role as a place for people.

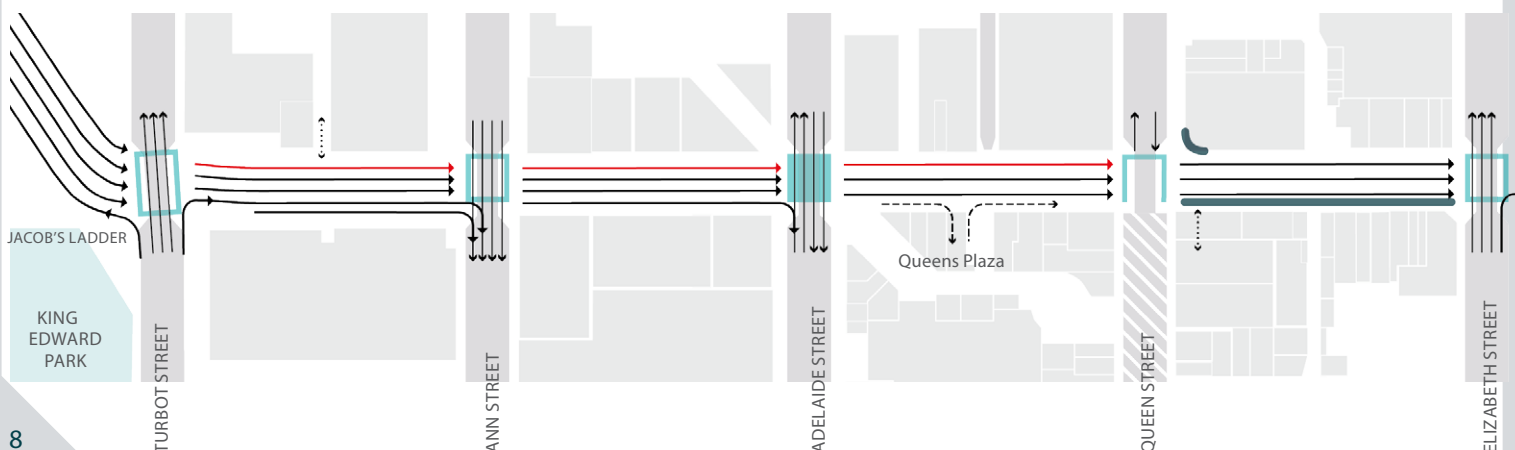
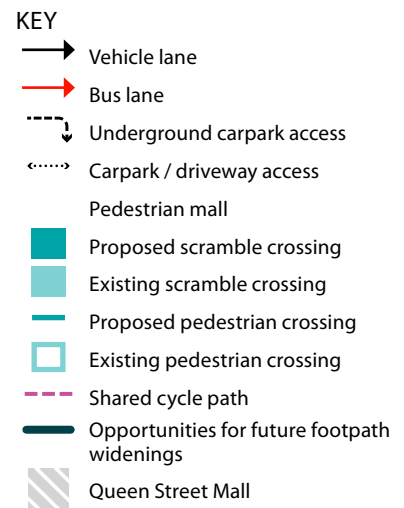
With pedestrian journeys in our city centre set to double over the next 20 years and significant retail growth in the pipeline, the function of Edward Street is changing. There is a need to consider the following opportunities:

- » increasing pedestrian capacity and experience by widening footpaths along the length of the street;
- » catering for efficient vehicle movements considering changes in the network;
- » providing safe and direct pedestrian crossings; and
- » improving cycling outcomes and connectivity.

Traffic modelling undertaken by Council shows that an improved pedestrian environment can be delivered with only minor impacts on traffic flows during peak hours.

Edward Street’s function has progressively changed over the years. Future footpath widening opportunities to the south of Queen Street will be a natural progression of these early works and are able to be managed to maintain peak hour flows.

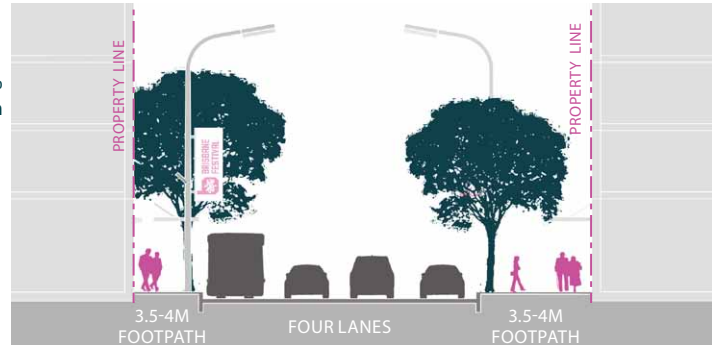
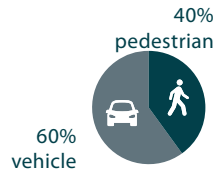
## Future options for investigation (indicative only - subject to future design and consultation)



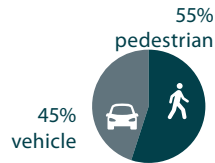


The Edward Street Vision will transition the street towards a balance between vehicle and pedestrian movements allowing up to 30% more pedestrian capacity than the existing street design. This includes a dedicated, safe connection for cyclists from the existing riverside pathways into the city centre.

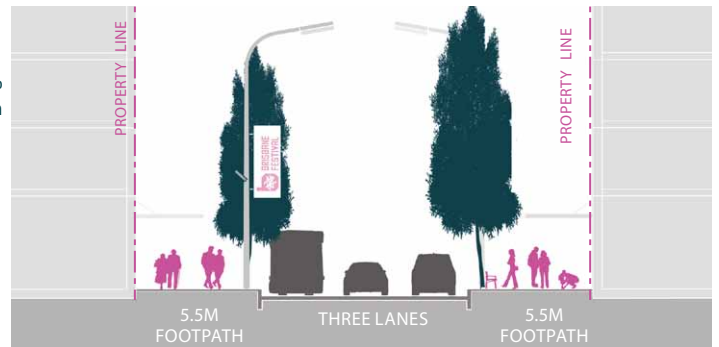
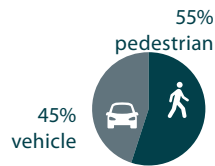
\* All dimensions approximate



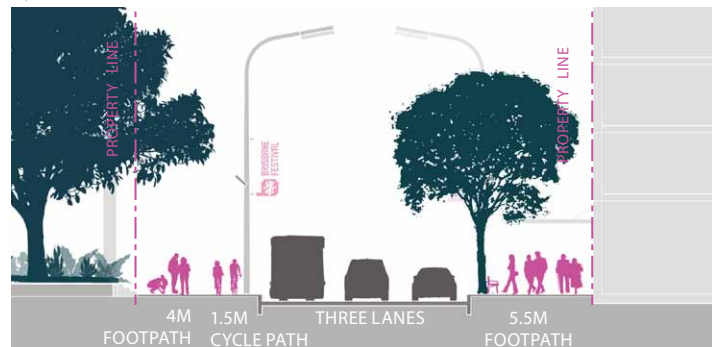
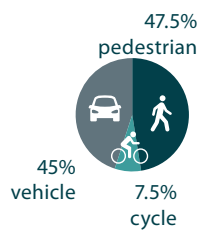
Typical existing\*



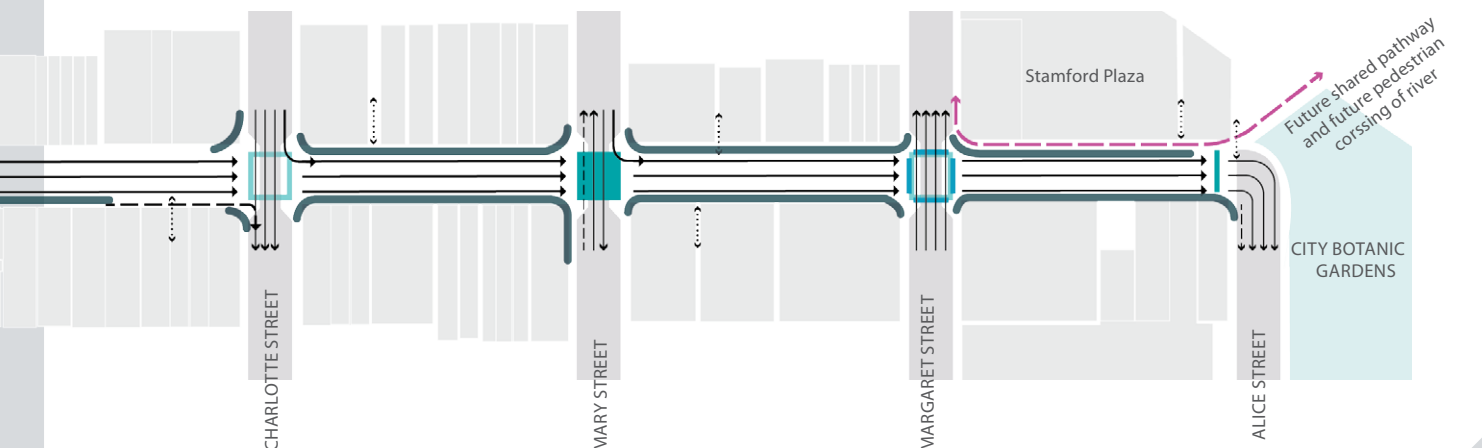
Typical build out on one side (potential)\*



Typical build out on two sides (potential) \*



Typical build-out on two sides with shared path one side (potential)\*





# Key elements

As Edward Street evolves, one of the key challenges will be coordinating design outcomes to achieve a unified identity for the street. The guidance below follows on from the strategic framework and has been shaped in consultation with key stakeholders and the general public as well as consideration of the specific needs of the location. While detailed design processes will shape specific decisions, the below provides a high-level guide towards an integrated, whole-of-street design outcome.



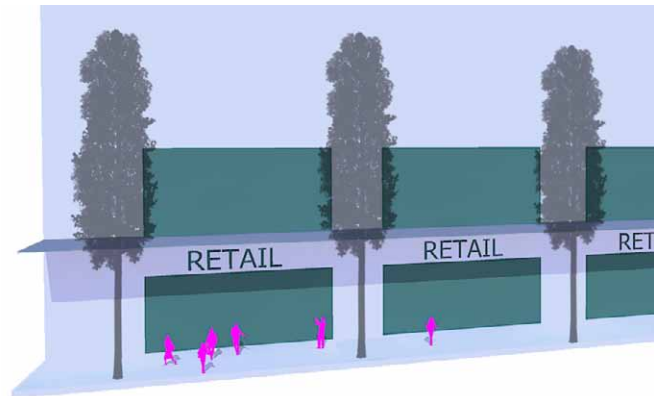
## Broad open footpaths

A pedestrian oriented street with broad, open and uncluttered footpaths that facilitate significant pedestrian movements and wayfinding.



## Lighting the night-time economy

A unifying art and lighting strategy to create an iconic and memorable precinct that activates the emerging economy.



## Retail exposure

Careful placement of street trees and furniture to maintain clear visual sightlines that showcase the high-quality retail frontages. Interior retail spaces integrate seamlessly with the street.





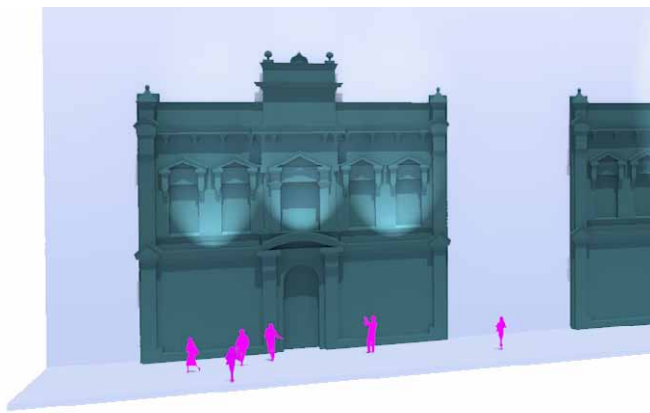
### Simple elegant palette

A visually coherent street with a uniform palette of quality materials and finishes that tie into the broader city palette.



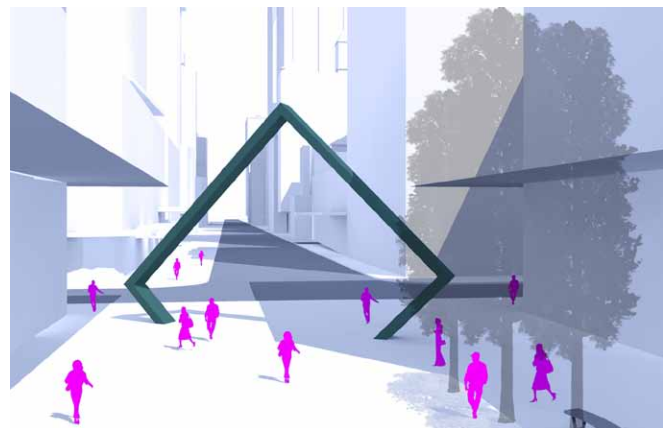
### Shade and shelter

A tree-lined city boulevard with carefully selected species that provide shade, greenery and reinforce long vistas. Street trees and awnings provide a sheltered and comfortable space for pedestrians.



### Engaging with heritage

A celebration of heritage architecture through interpretation, lighting and adaptive re-use.



### Welcoming gateways

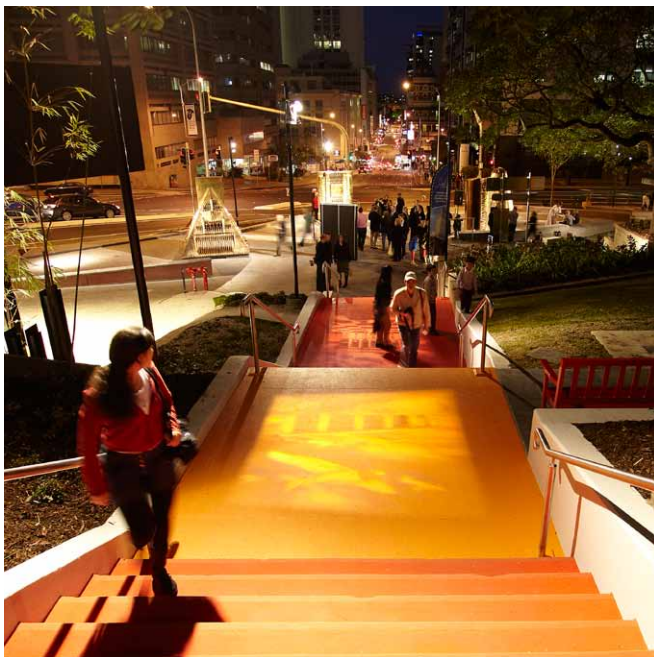
An engaging precinct that provides strong design cues and a clear entry experience at arrival points to draw in shoppers, visitors and tourists.



# Lighting strategy

The changing role of Edward Street places emphasis on the function of the street as a night-time destination. As a result, improved pedestrian lighting and the realisation of creative lighting opportunities are essential in bringing about the desired transformation of the streetscape. Edward Street will contribute to Brisbane's emerging identity as a 'city of lights' welcoming people into the precinct to spend time, shop and celebrate.

The long-term lighting strategy for the street aims to meet functionality objectives, create visual interest and variety as well as delivering a visually consistent lighting outcome for the whole street. Four key components have been identified to support the lighting strategy for Edward Street.



*Jacob's Ladder looking towards Edward Street (2010)*

## Lighting for pedestrian safety and legibility

A safe and well-lit streetscape that assists wayfinding and encourages people to spend time in Edward Street at night.

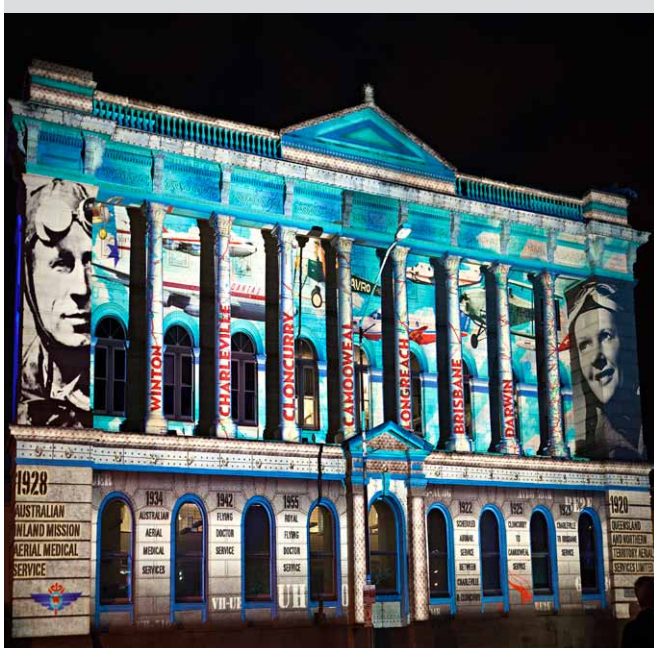
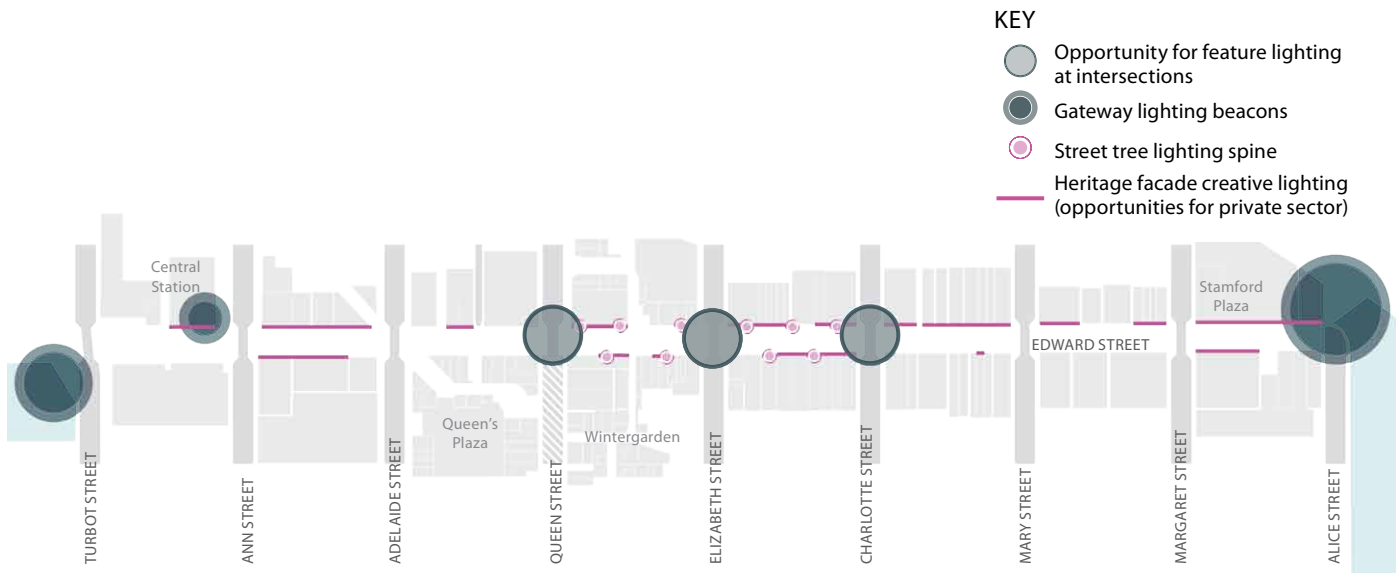


*City Hall facade lighting from King George Square (2009)*

## Heritage lighting

Opportunities to showcase Brisbane's history by lighting the facades of heritage places.



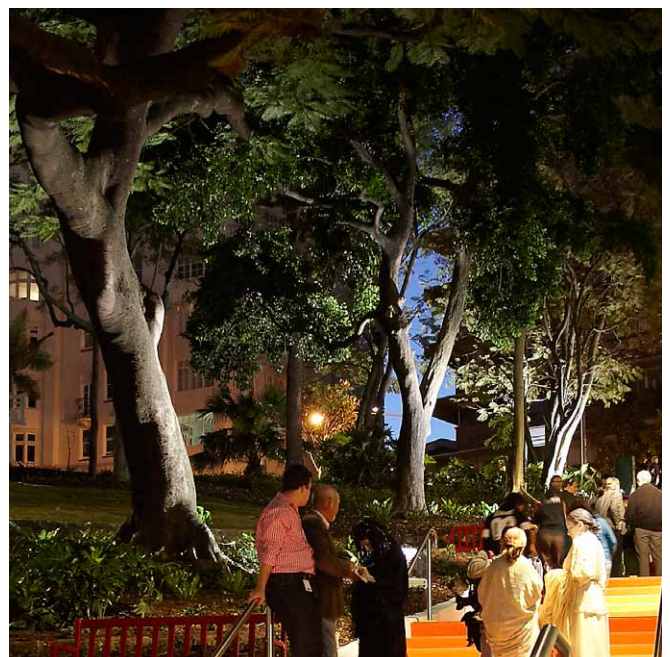


*"Colour Me Brisbane", Brisbane G20 Cultural Celebrations Old State Library\**

### Creative lighting

Opportunities to work with artists to curate feature lighting and projections for events as well as permanent installations.

\* Queensland Department of Premier and Cabinet. Projection content design and production, projection overlay and technology by The Electric Canvas



*Jacob's Ladder looking towards Spring Hill (2010)*

### Street trees

Potential for uplighting of key street trees to provide ambient lighting and emphasise role of street trees in framing key views.

# Edward Street precincts

Edward Street is one of the longest and most dramatic streets in Brisbane's city centre, traversing a distance of more than 1 kilometre from Wickham Terrace to the Brisbane River. Detailed analysis reveals that many different functions, spaces and experiences occur along the length of the street. In this context, the vision for Edward Street identifies three distinct precincts defined by their unique characteristics.

At the heart of the street is the high-end retail core. Commencing at the southern end of Queen Street Mall, this precinct is characterised by the cluster of high-end retail activity. Council has now made a commitment to streetscape upgrades between Queen and Charlotte Streets to consolidate its position as a key retail destination.

The Spring Hill and Gardens gateway precincts provide a transition from the parklands at either end of Edward Street. The Spring Hill gateway experience is characterised by the dramatic change in topography while the Gardens gateway will relate to its proximity to the City Botanic Gardens and river's edge. The gateway precincts are primarily focused on improving the arrival experience into the city centre.

## Precinct design treatments

The streetscape design along the length of Edward Street will transition between two design treatments. These treatments will respond to the function and character of each of the three precincts. The green gateways design treatment will reflect a transition from the natural, green spaces at either end of the street while the high-end retail runway will respond to the high-quality, retail function at the heart. More detailed information on the proposed outcomes for each of the precincts is outlined on the following pages.

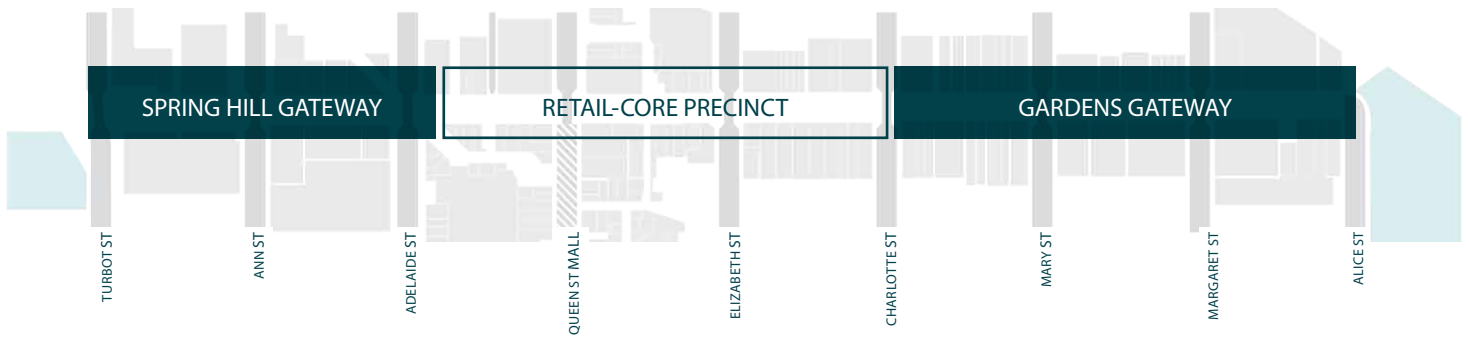


*View from Jacobs Ladder down Edward Street (1947 - Brisbane City Council Library Archives)*

## Edward Street Vision Plan







## Edward Street Precinct Plan

### Retail-core precinct design treatment

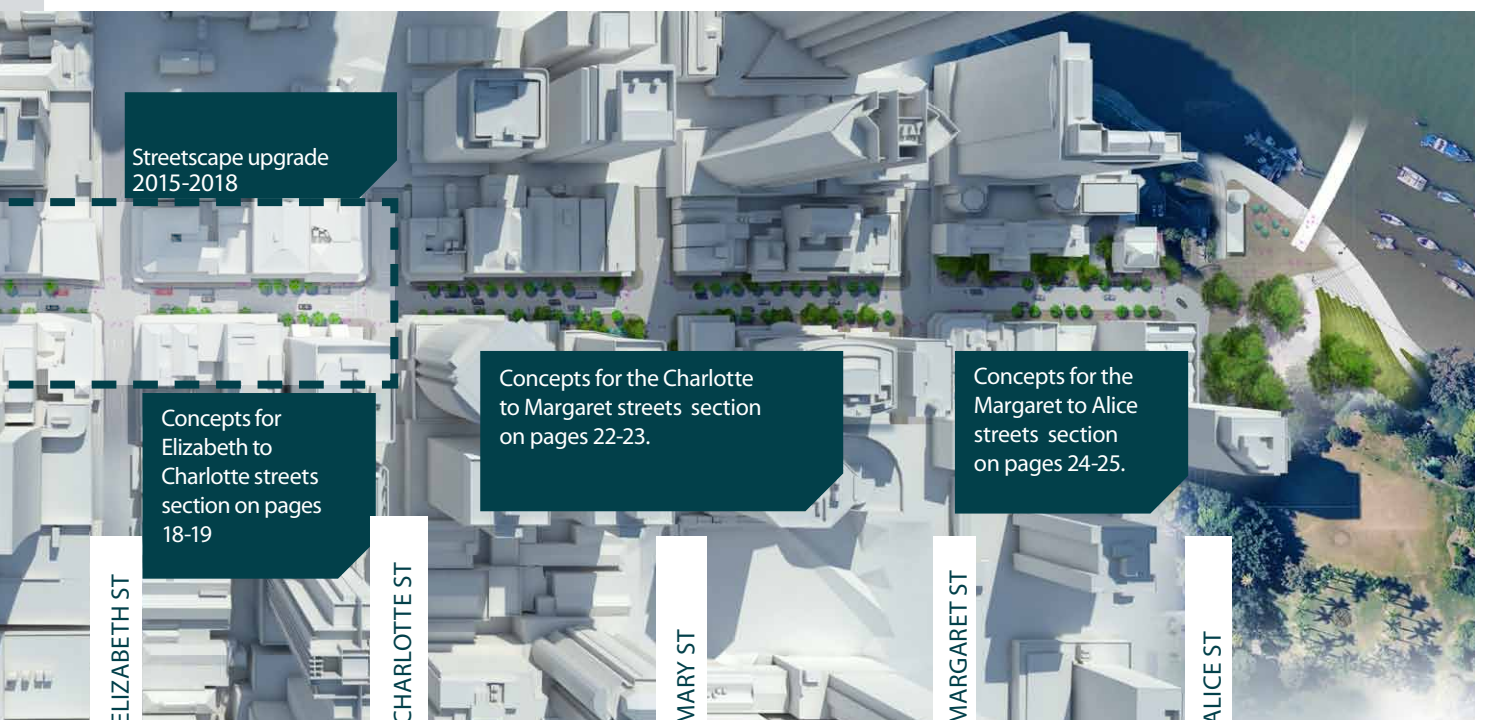
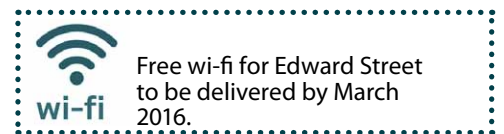
A neat and elegant palette of materials that focuses on a clear and open 'runway' for high-end retail shoppers including:

- » high awnings;
- » columnar tree species;
- » no understorey planting; and
- » minimal street furniture.

### Gateways design treatment

A subtropical Brisbane streetscape that acts as a gateway to the outer precinct links and transitions between:

- » lower awnings;
- » subtropical tree species;
- » directional signage; and
- » street furniture and footpath dining.



# Retail-core precinct



The established retail identity in the central blocks of Edward Street results from the concentration of premier retail brands, high volumes of foot traffic and proximity to the Queen Street Mall. To meet the full potential of the precinct, streetscape upgrades will deliver a more attractive and functional streetscape that matches the quality of the retail frontages.

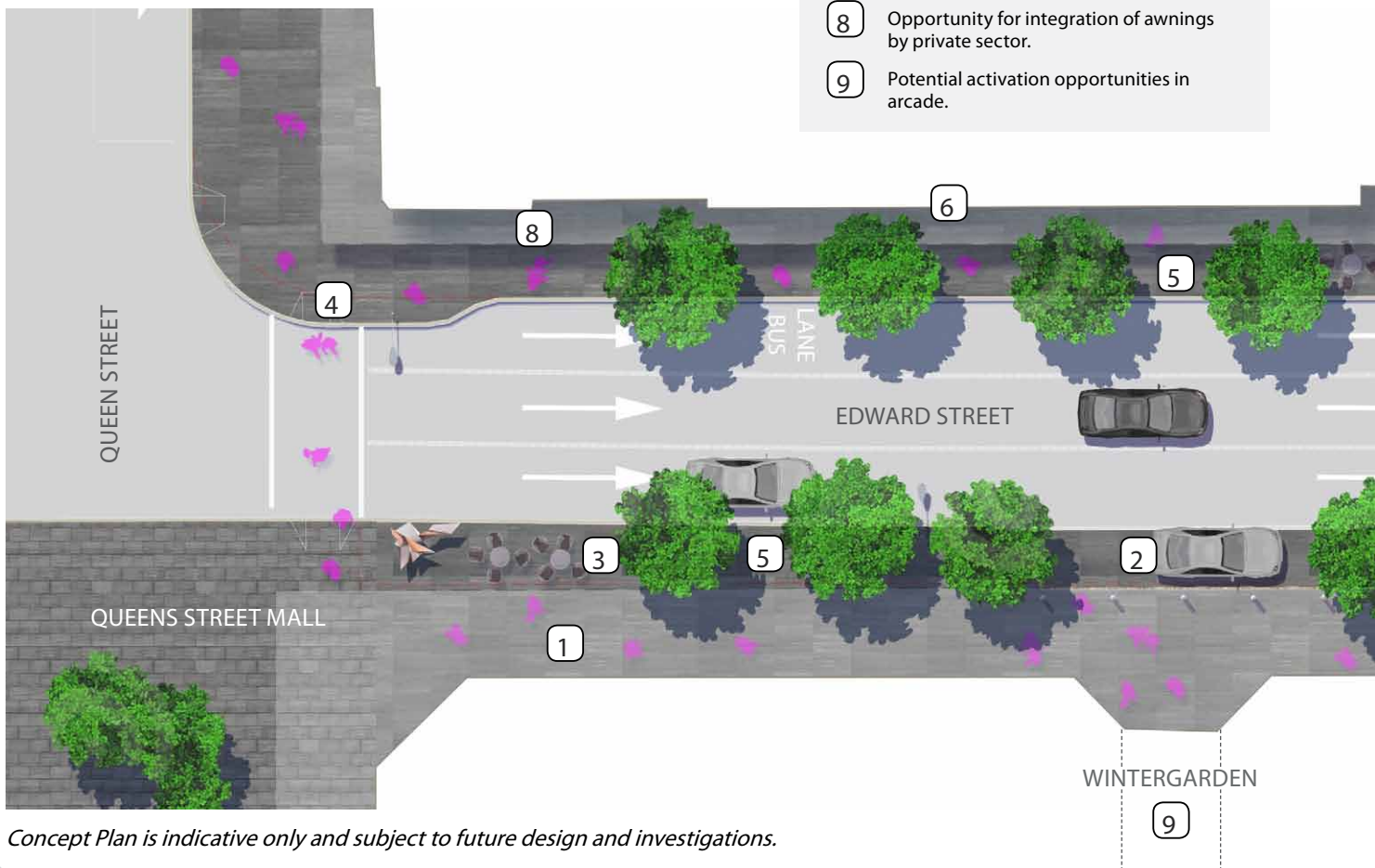
## Queen to Elizabeth streets

The proposed streetscape upgrade will extend the footpath buildout on the southern side of the street to continue the footpath in line with the Adelaide to Queen Street section and provide a more generous space for pedestrian movement.

The streetscape upgrade will deliver broad, open footpaths, a simple and elegant design palette, strategic tree planting, creative lighting and artwork that will transform the core of Edward Street into an exemplar retail destination.

**KEY**

-  Precinct artwork to identify the Edward Street retail core and reinforce the arrival experience.
-  Unified ground plane with singular, high-quality pavement treatment.
-  Columnar street tree plantings to visually unify the precinct.
- 1** Broadened footpaths to create more generous spaces for pedestrians.
- 2** Diurnal loading bays double as adaptable activation spaces.
- 3** Integrated signage to improve way finding and legibility.
- 4** Improved pedestrian crossings with opportunities for kerb build-outs to shorten crossing distances.
- 5** Simple and sophisticated street furniture in strategic locations to reduce clutter along the street.
- 6** Opportunity for lighting of building facades to showcase heritage architecture.
- 7** Opportunity for consolidated lighting infrastructure to include street lighting for pedestrian safety and creative lighting where possible.
- 8** Opportunity for integration of awnings by private sector.
- 9** Potential activation opportunities in arcade.



Concept Plan is indicative only and subject to future design and investigations.





Artist's impression of the Retail-core precinct showing the view from Elizabeth Street.



# Retail-core precinct

## Elizabeth to Charlotte streets

This section of the street will continue the footpath build-out on the southern side of the street for half the block, while maintaining the dedicated turning lane from Edward Street into Charlotte Street. The simple and elegant palette will be continued to provide a unified streetscape, transforming the street and completing the high-end retail core.

### KEY



Precinct artwork to identify the Edward Street retail core and reinforce the arrival experience.



Unified ground plane with singular, high-quality pavement treatment.



Columnar street tree plantings to visually unify the precinct.

1

Broadened footpaths to create more generous spaces for pedestrians.

2

Diurnal loading bays double as adaptable activation spaces.

3

Integrated signage to improve way finding and legibility.

4

Improved pedestrian crossings with opportunities for kerb build-outs to shorten crossing distances.

5

Simple and sophisticated street furniture in strategic locations to reduce clutter along the street.

6

Opportunity for lighting of building facades to showcase heritage architecture.

7

Opportunity for consolidated lighting infrastructure to include street lighting for pedestrian safety and creative lighting where possible.

8

Opportunity for integration of awnings by private sector.

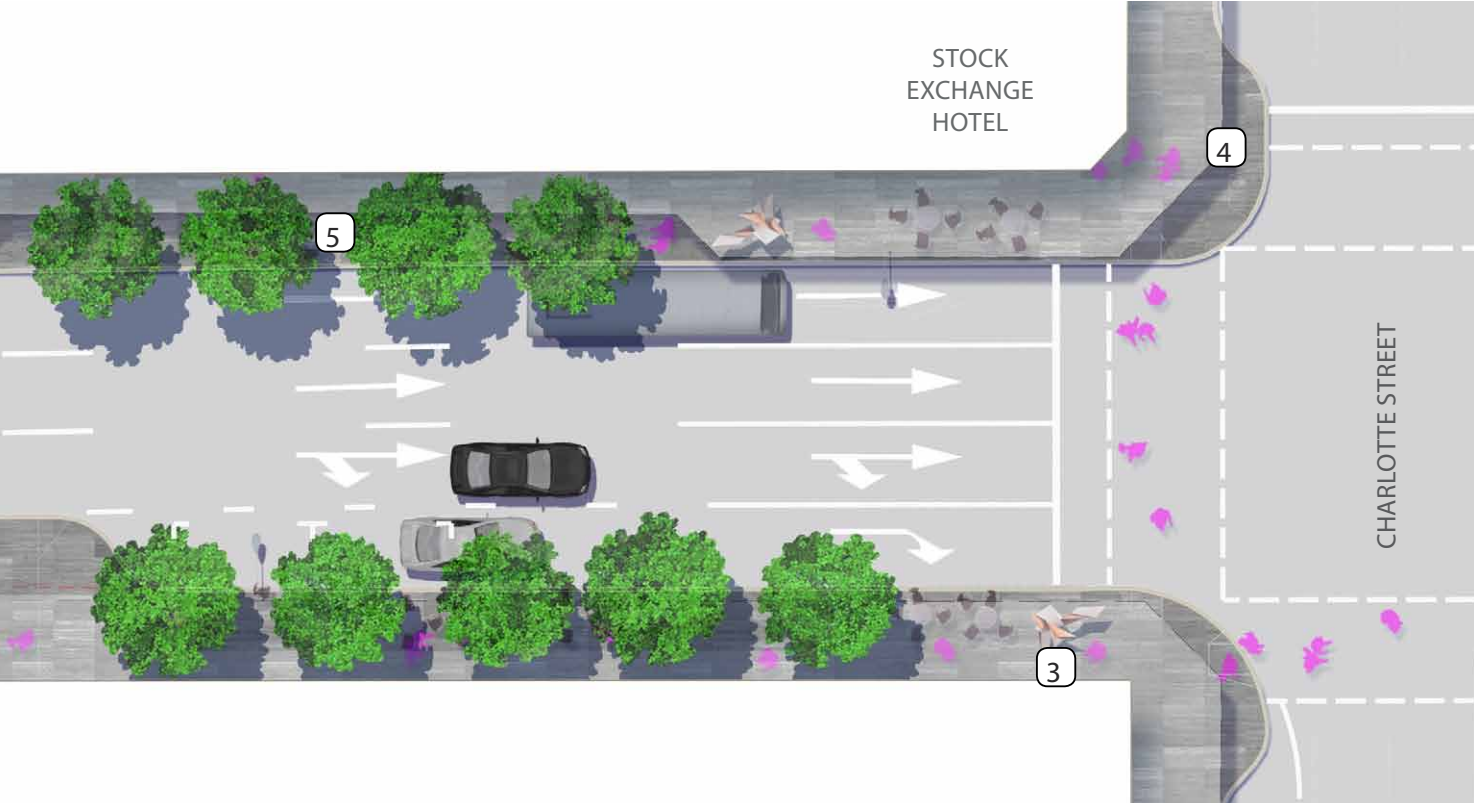


Concept Plan is indicative only and subject to future design and investigations.





Artist's impression of the Retail-core precinct showing the view from Elizabeth Street.



Scale 1:300 0 5m

# Spring Hill gateway

The northern end of Edward Street provides a gateway from Spring Hill, connecting the leafy, elevated area of Wickham Terrace to the heart of the CBD. Long-term improvements to the precinct will create a more welcoming arrival experience from both Spring Hill and Central Station while maintaining the primary traffic function.

## Turbot to Adelaide streets

Between Turbot and Ann streets, the primary opportunities are for improvements within existing footpath areas to better accommodate high pedestrian volumes and provide a higher level of amenity. The key role that this section of Edward Street plays in the city centre traffic network means that the main opportunity for streetscape enhancements is through the redevelopment of catalyst sites.

In the longer term, the green character of King Edward Park will extend down the street with street trees and landscaping to reinforce the green gateway experience and sense of arrival between Spring Hill and the city centre.

### KEY

-  Unified ground plane with singular, high-quality pavement treatment.
-  Street tree plantings to visually unify the precinct.
- 1 Opportunities for street trees and landscaping to provide shade and green link to King Edward Park.
- 2 Potential for improved entry to Central Station, wayfinding signage and more active street edge as redevelopment occurs.
- 3 Opportunity to lease air raid shelter in King Edward Park to provide activation.



Concept Plan is indicative only and subject to future design and investigations.





Spring Hill gateway section at the corner of Edward and Ann streets looking east (design outcome is indicative and subject to further investigations)



MAY 7-11\_2-7



Scale 1:600



# Gardens gateway

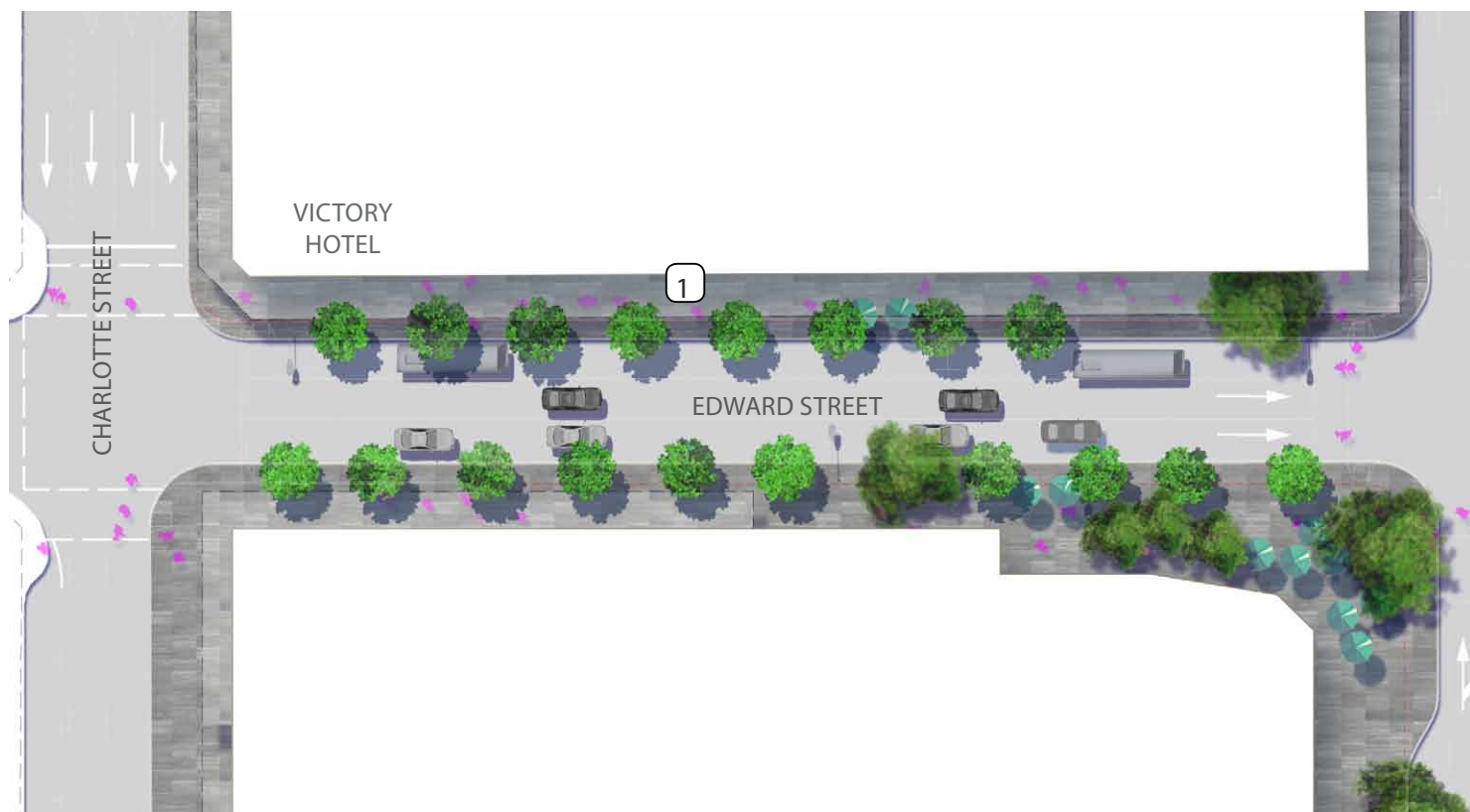
The river end of Edward Street is characterised by a concentration of heritage buildings and a gradual shift from retail to a mix of bars and restaurants. The precinct provides a sense of transition from the bustle of the CBD core through to the tranquil setting of the City Botanic Gardens and the Brisbane River.

## Charlotte to Margaret streets

Between Charlotte and Margaret streets, broader footpaths on both sides of the street will improve pedestrian and cyclist movement as well as providing an opportunity for the strengthening of landscape character to establish a distinctive gardens gateway.

### KEY

-  Unified ground plane with singular, high-quality pavement treatment.
-  Subtropical street tree species.
-  Opportunity for lighting of facades to showcase heritage architecture.
-  Opportunities for the addition of street trees and landscaping to reinforce visual connection with the City Botanic Gardens.
-  Investigate future need for pedestrian scramble crossing.
-  Diurnal loading bays double as adaptable activation spaces.
-  Laneway activation opportunity.



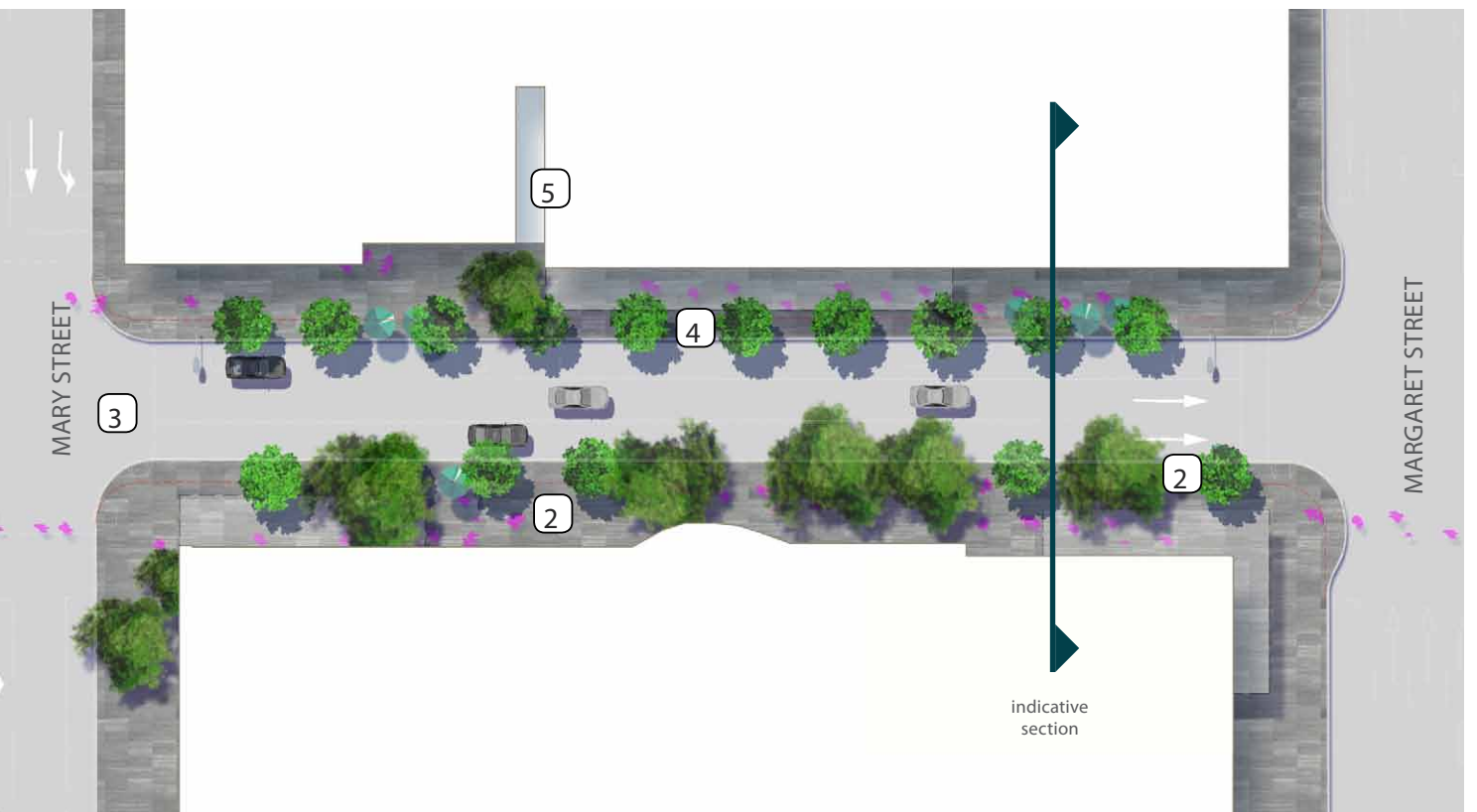
Concept Plan is indicative only and subject to future design and investigations.





Scale 1:200 0 5m

*Gardens gateway section showing typical Adelaide to Mary streets outcome (design outcome is indicative and subject to further investigations)*





Scale 1:600 0 10m

# Gardens gateway

## Margaret to Alice streets

Between Margaret and Alice streets, broader footpaths on both sides of the street will improve pedestrian and cyclist movement as well as providing an opportunity for the strengthening of landscape character to establish a distinctive gardens gateway. With the close proximity to the City Botanic Gardens and the river's edge, the gardens end of Edward Street will provide a clear sense of arrival into the city and draw people into the street to explore.

### KEY

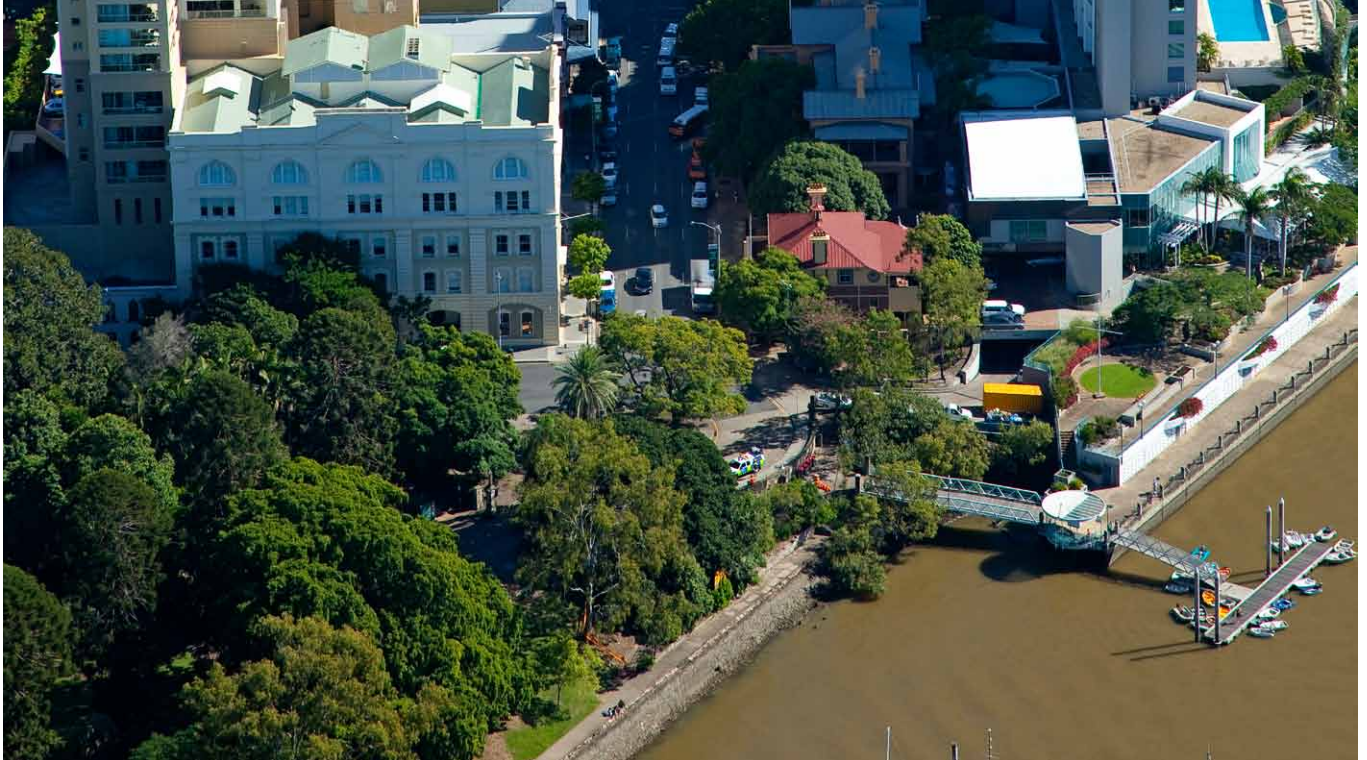
-  Unified ground plane with singular, high-quality pavement treatment.
-  Subtropical street tree species.
- 1** Potential footpath widenings to create more generous spaces for pedestrians and to allow bicycle traffic from the river's edge to disperse into the CBD grid.
- 2** Future potential for redevelopment of Stamford Plaza to improve street frontage, activation and pedestrian movement.
- 3** Existing trees and planting within private property
- 4** Diurnal loading bays double as adaptable activation spaces.



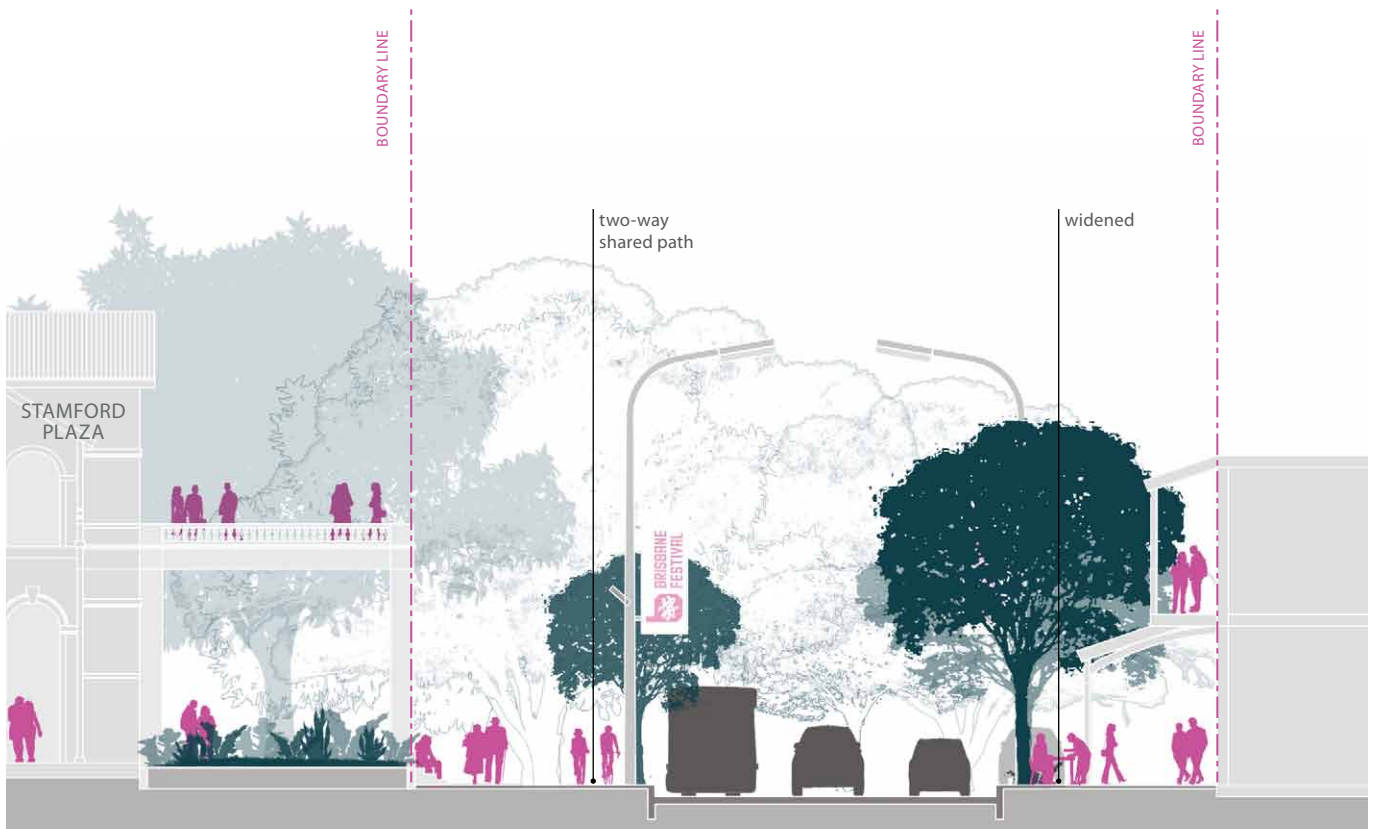
Concept Plan is indicative only and subject to future design and investigations.

Scale 1:600 0 10m





View of Edward Street overlooking the City Botanic Gardens



Gardens gateway section showing typical Margaret to Alice streets outcome (design outcome is indicative and subject to further investigations)

Scale 1:200 0 5m

# Next steps

The Edward Street Vision is the product of extensive consultation undertaken throughout the City Centre Master Plan project, as well as input from the business community, industry experts and the Edward Street traders and property owners group.

This document is the first step on the journey towards realising the vision for Edward Street as an exemplary city boulevard and Brisbane’s home for high-end retail brands. The vision is intended to serve as a foundation to delivering long-term change over coming years in partnership with key stakeholders, private development and the wider community.

## Retail-core upgrade

The first step towards delivering the Edward Street Vision has already commenced. Council’s 2015-16 budget allocated \$11.4 million over three years towards the transformation of Edward street between Queen and Charlotte streets into a world class shopping precinct for residents and visitors to enjoy. Construction is anticipated to commence in mid-2016 and Council will work with local traders and owners to transform the area into a showcase retail environment.

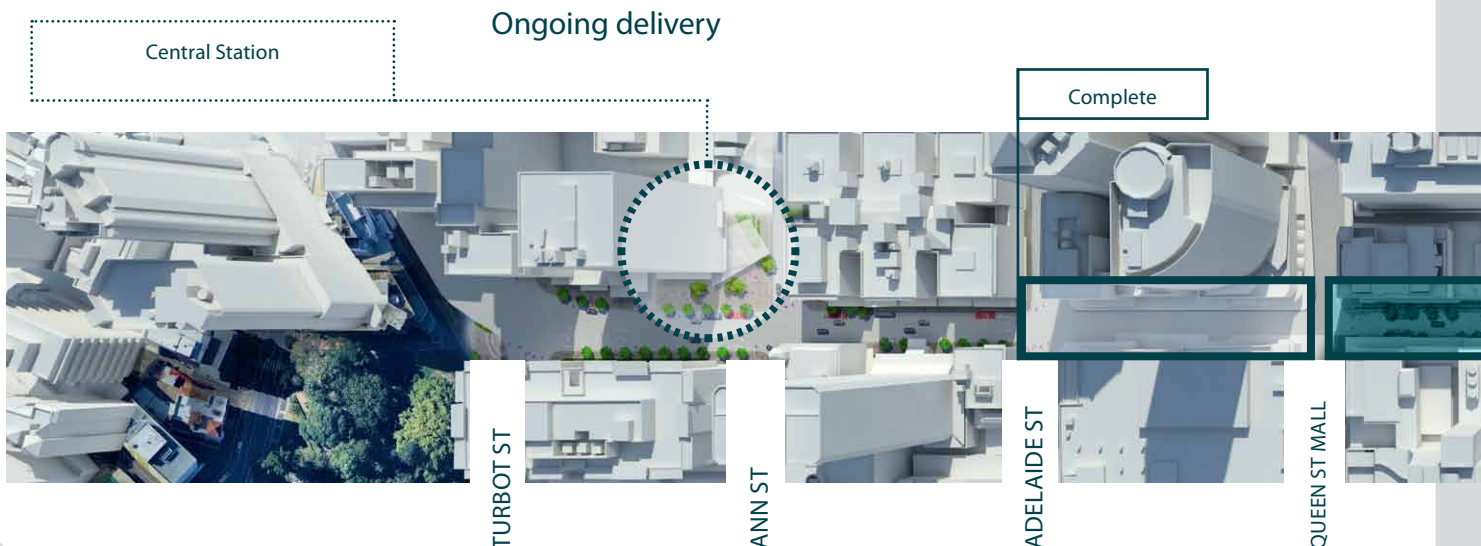
## Private sector redevelopment

Future opportunities will arise to deliver ongoing public realm and building improvements in parallel with the redevelopment of catalyst sites. Over time, each individual site and shopfront presents an opportunity to work towards the achievement of the overall vision. Council will continue to work with the development sector to achieve the best outcomes for Edward Street and the city centre.

The Edward Street stakeholder community will play an important ongoing role in continuing to shape future outcomes for the street. Council will continue to work with stakeholders and the local community to facilitate outcomes and help realise the long-term vision.

During a workshop in August 2015, stakeholders identified the need for a traders’ group known as the Edward Street Collective to:

- » work with traders, landowners and tenants to champion the Edward Street Vision;
- » shape a consistent brand and identity for the street including a digital social media presence;
- » shape placemaking outcomes including activation, music and events;
- » achieve a complementary mix of tenants; and
- » evaluate the success of implementation and initiatives.





### 2015-16 financial year

- » planning and consultation;
- » concept design and documentation; and
- » commence construction.

### 2016-17 financial year

- » construction continues.



2015

Edward Street Vision completed

### 2017-18 financial year

- » complete construction.

Streetscape Upgrade 2015-2018

Stamford Hotel

Future pedestrian connection



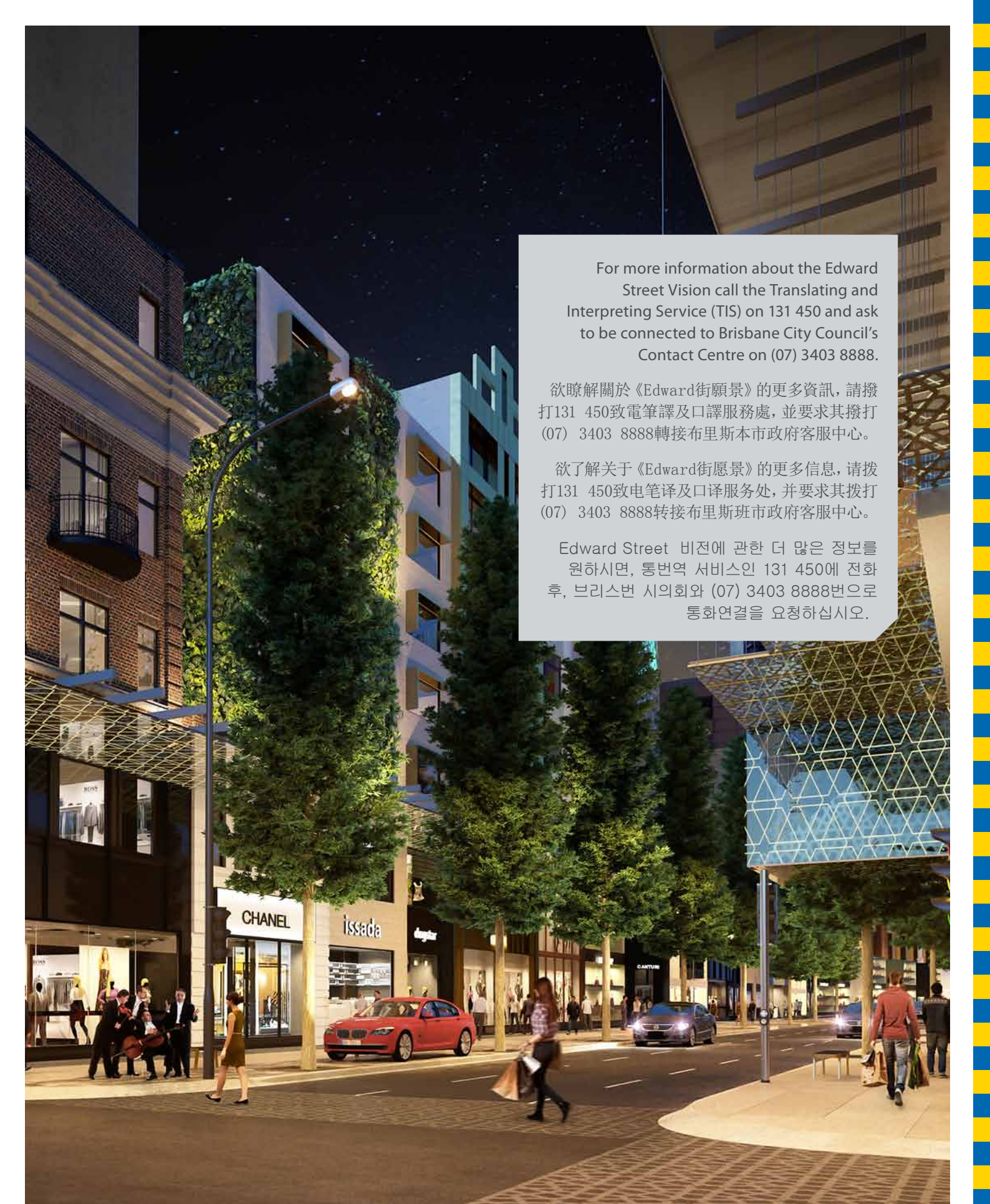
ELIZABETH ST

CHARLOTTE ST

MARY ST

MARGARET ST

ALICE ST



For more information about the Edward Street Vision call the Translating and Interpreting Service (TIS) on 131 450 and ask to be connected to Brisbane City Council's Contact Centre on (07) 3403 8888.



欲瞭解關於《Edward街願景》的更多資訊，請撥打131 450致電筆譯及口譯服務處，並要求其撥打(07) 3403 8888轉接布里斯本市政府客服中心。

欲了解关于《Edward街愿景》的更多信息，请拨打131 450致电笔译及口译服务处，并要求其拨打(07) 3403 8888转接布里斯班市政府客服中心。

Edward Street 비전에 관한 더 많은 정보를 원하시면, 통번역 서비스인 131 450에 전화 후, 브리스번 시의회와 (07) 3403 8888번으로 통화연결을 요청하십시오.

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