

# Woolloongabba precinct renewal strategy

December 2020



*Dedicated to a better Brisbane*

## Acknowledgement of Country

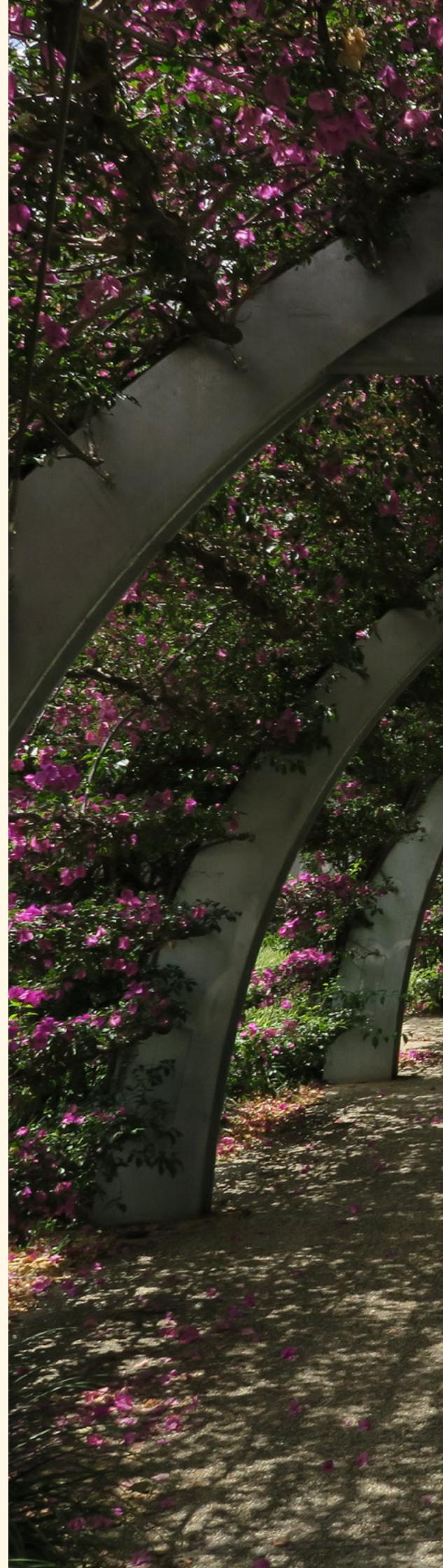
Brisbane City Council acknowledges the Traditional Custodians of the land and their unique relationship with their ancestral Country. We pay respect to all Aboriginal and Torres Strait Islander Elders of Brisbane, and recognise their strength and wisdom.

## About this strategy

In late 2019, the Cross River Rail Delivery Authority (CRRDA) released the *Cross River Rail Precincts Delivery Strategy* which articulates the strategic aspirations for the areas surrounding Cross River Rail stations. CRRDA is responsible for delivering the rail infrastructure and development on Queensland Government-owned land immediately surrounding the stations. Council's responsibility is to plan for areas within walking distance of the stations and outside the CRRDA areas, in accordance with the city planning function that Council provides to Brisbane City.

This document focuses on renewal opportunities around the Woolloongabba precinct and its role in Brisbane's knowledge corridor and as a revitalised major transit hub. For further information on the knowledge corridor, refer to *Brisbane's knowledge corridor: a framework for connecting people, places and ideas*.

Council will continue to work with the community and stakeholders to shape the future of the Woolloongabba precinct.



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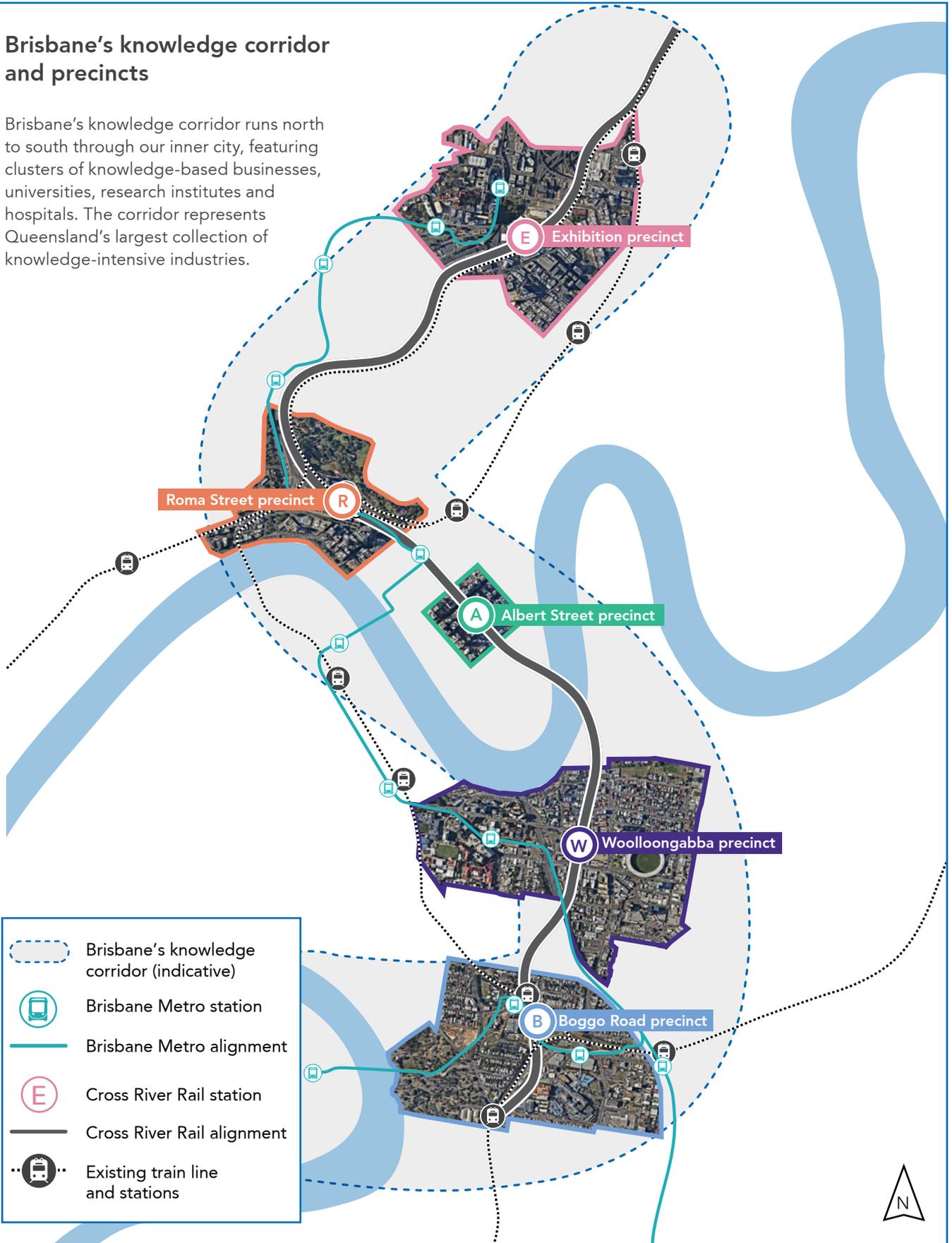
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# 1 Background

## Brisbane's knowledge corridor and precincts

Brisbane's knowledge corridor runs north to south through our inner city, featuring clusters of knowledge-based businesses, universities, research institutes and hospitals. The corridor represents Queensland's largest collection of knowledge-intensive industries.



**Brisbane is entering a dynamic new chapter in its evolution. Driven by the rise of innovation, lifestyle and high-growth precincts, a distinct knowledge corridor is emerging through our inner city, connecting centres of employment, health and education. Investment in transformational infrastructure projects such as Brisbane Metro and Cross River Rail will enhance public transport networks and provide a boost to the prosperity and liveability of the city and region.**

As significant as these investments in public transport are, it is just the beginning. The combination of Brisbane Metro and Cross River Rail provides a catalyst for change, a once-in-a-generation opportunity to take Brisbane to a new level in the knowledge economy.

People are at the centre of this opportunity. To sustain its competitive advantage as a hub of innovation and ideas, Brisbane needs to leverage its reputation as a lifestyle city that offers both high-value jobs and high-quality places that attract people and investment. While the key driver for both Brisbane Metro and Cross River Rail is to connect people and places, these projects also represent a rare opportunity to renew our inner city. High-frequency public transport networks will stitch together the diverse precincts that comprise Brisbane's knowledge corridor and kick-start growth in jobs, housing and lifestyle opportunities.

The full economic and liveability benefits of these public transport investments will only be realised by implementing land use and placemaking strategies that facilitate ongoing growth, investment and revitalisation.

Council has been working closely with key stakeholders including the CRRDA to create a vision and framework for Brisbane's knowledge corridor as well as a series of renewal strategies for each of the five Cross River Rail precincts. These renewal strategies will provide a vision, actions and key projects to support development, placemaking and social wellbeing in each of the five precincts.

## Woolloongabba precinct

### **Inner-city destination for events, health and recreation.**

The Brisbane Metro and Cross River Rail projects will bring an exceptional level of accessibility to Woolloongabba, enabling it to capitalise on its easy links to the city centre and making public transport a convenient choice. The substantial increase in footfall and access to the precinct will help start the next wave of renewal for Woolloongabba through expanding the existing health and employment functions and the provision of a variety of housing and recreational opportunities.

New and improved open spaces, green and shady streets, community facilities, an attractive public realm and a range of events will enliven the Woolloongabba precinct and diversify its lifestyle offering. This document sets out a series of strategies and actions that will help Woolloongabba capitalise on the opportunities and benefits that improved transport creates for business, residents and visitors.

## 2 Vision

The Woolloongabba precinct is a vibrant neighbourhood on the fringe of the city centre founded on health, sport and entertainment. The precinct is focused around an emerging green heart and thriving high street which, together with The Gabba stadium, creates a destination for living and working with world-class events, an enviable lifestyle and a rich history and culture.



## Sharing knowledge and ideas

Connecting professionals and knowledge workers promotes innovation through a culture of collaboration and exchange of ideas.

The new Brisbane Metro and Cross River Rail stations will improve the physical connections between existing and future employers in the precinct and create more opportunities for employment growth. A series of connected public spaces in the precinct will increase the ability to meet, collaborate, interact and share ideas.

The new stations will connect Woolloongabba to the city centre and other knowledge corridor precincts, and create an environment where people, investment and ideas can move easily within the corridor.

## Creating great places

World-class lifestyle and amenity are key to attracting knowledge workers from across the globe.

Construction of the new underground Woolloongabba Cross River Rail Station will allow for the creation of new public spaces, including a central green heart. Other placemaking initiatives within the precinct will enhance the experience of residents, visitors and workers and capitalise on increased precinct activity during major events at The Gabba.

New landmark buildings and high-quality design will showcase Brisbane's subtropical climate, merging indoor and outdoor spaces to encourage community interaction. Investment in streetscape enhancements will support retail and dining opportunities along key corridors.

## Moving people around

High-quality public transport, pedestrian and cyclist connections between key destinations will create a seamless user experience and enhance accessibility for all.

The increased accessibility provided by the new Brisbane Metro and Cross River Rail will establish the precinct as a southern gateway to the city centre. Along with greater connectivity to the city centre these stations will significantly improve access to the inner city and the South East Queensland region.

Investment in new connections and improved streetscapes will maximise the benefits of public transport projects. Enhancing the pedestrian experience and prioritising the movement and safety of pedestrians and cyclists will stitch together significant destinations.

# 3 Context and opportunity



**3000+**  
students at  
Somerville House  
and St Laurence's  
College

**10,000+**  
workers at Mater  
and Queensland  
Children's  
hospitals



**42,000**  
seats at  
The Gabba

**Two new  
laneways**  
Eden and  
Trafalgar lanes

**11,000+**  
new residents  
predicted  
by 2036

# Corridor role and context

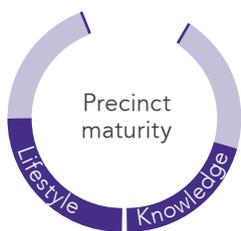
**The Woolloongabba precinct was once a thriving community hub established around road, rail and tramway connections and an important centre for business and industrial activity on Brisbane’s southside. As Brisbane grew, Woolloongabba saw the opening of The Gabba cricket ground in 1896. The Gabba has been progressively upgraded into a multisport facility and is a much-loved Queensland icon and feature of the precinct.**

The character and function of the area was significantly changed with the closing of the railway depot and the construction of the Pacific Motorway in the late 1960s, and emerging regional centres became more attractive locations for development and investment. The completion of the GoPrint, Landcentre and Dental Hospital by the Queensland Government in the 1980s created a significant employment and community service hub. These have now been demolished to make way for Cross River Rail. The South East Busway in 2001 improved connectivity with other inner-city precincts.

Today, the precinct is characterised as a place of many parts. This is largely the result of the significant regional road corridors running through the precinct, including the Pacific Motorway, Vulture and Stanley streets, which dissect the precinct, prioritise movement of vehicles and reduce pedestrian amenity.

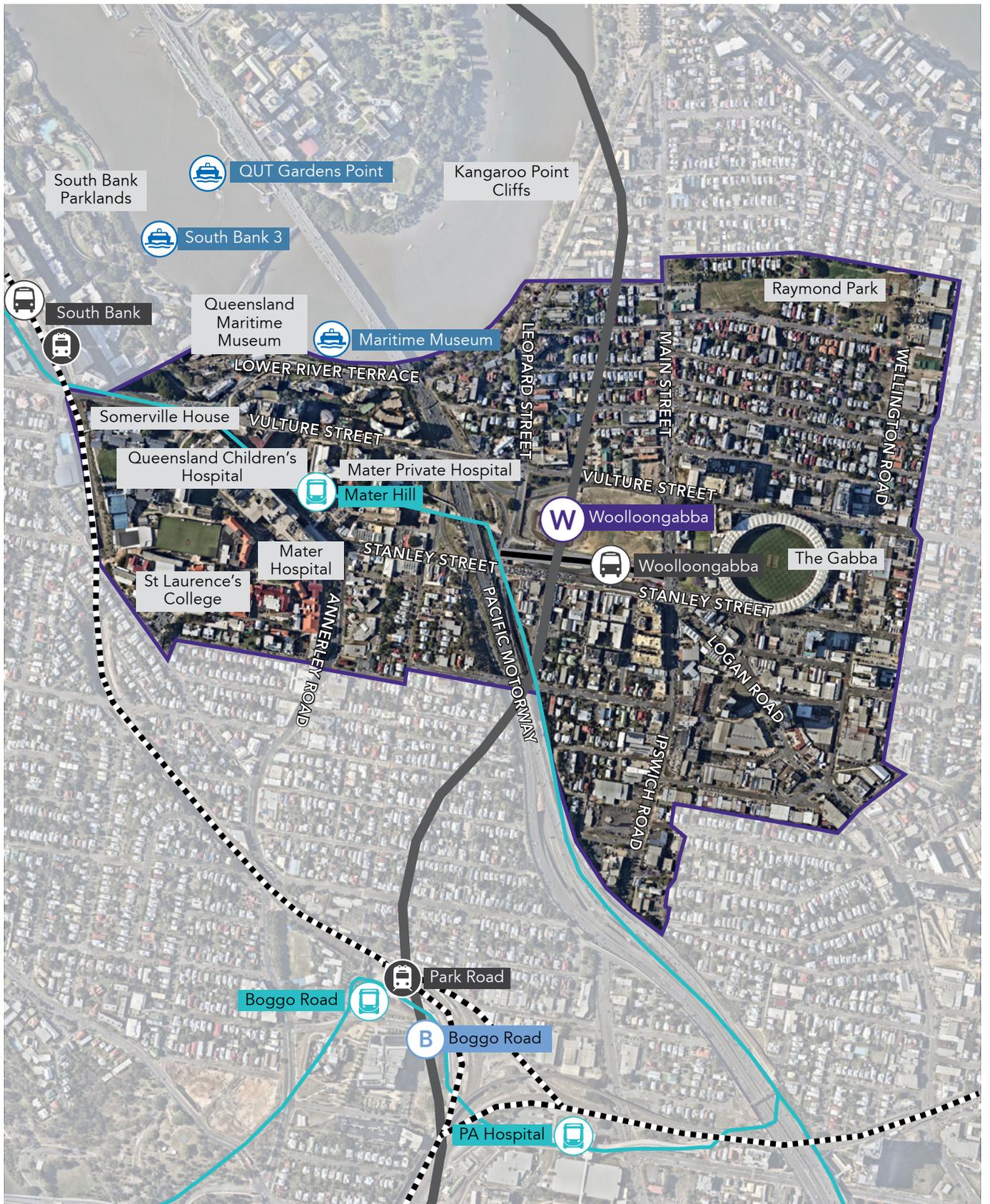
Some of Brisbane’s major health institutions are located within the precinct, including the Mater Hospitals (public and private), Queensland Children’s Hospital and the Annerley Road corridor of allied health services. Within the precinct are primary and secondary education facilities with neighbouring tertiary facilities including Griffith University’s South Brisbane campuses. This cluster of knowledge and health activities can be leveraged to further grow Brisbane’s inner-city knowledge economy. The precinct also includes sporting, hospitality and entertainment industries. Nearby, Kangaroo Point Cliffs and South Bank Parklands attract visitors, workers and residents.

Parts of the precinct are also changing from a predominantly low-density suburban landscape to a modern urban neighbourhood characterised by high-rise apartments and ground floor retail spaces. The introduction of Brisbane Metro and Cross River Rail will accelerate this transition and attract further investment across different development sectors. The improved level of access to the city centre enabled by these projects will stimulate growth in the precinct’s core industries and increase its attractiveness as a place to live. This increase in activity and investment must occur at the same time as a shift in priority to active transport, leading to street improvements and connections deserving of an inner-city destination.



## Woolloongabba Precinct

While the precinct includes a range of destinations, there is still significant growth potential for lifestyle and knowledge industries including greater professional office space, returning the ‘high street’ to Stanley Street and Logan Road, and capitalising on major events at The Gabba. The construction of Cross River Rail and Brisbane Metro and the significant investment in public realm and civic spaces at the heart of the precinct will advance the realisation of this potential.



-  Brisbane Metro line and station
-  Precinct boundary
-  Train line and stations

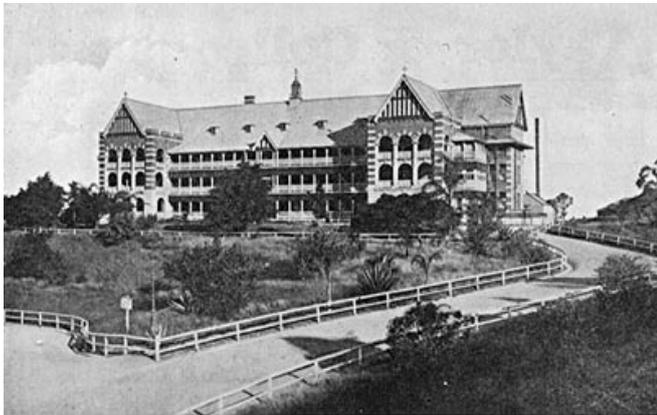
-  Cross River Rail station
-  Cross River Rail alignment
-  CityCat Terminal

-  Bus station
-  Woolloongabba busway and station



# Precinct insights

The precinct is transforming into a modern urban neighbourhood characterised by its sport and entertainment offering. Brisbane Metro and Cross River Rail will be key drivers for continued growth and investment in the precinct.



Mater Hospital 1910

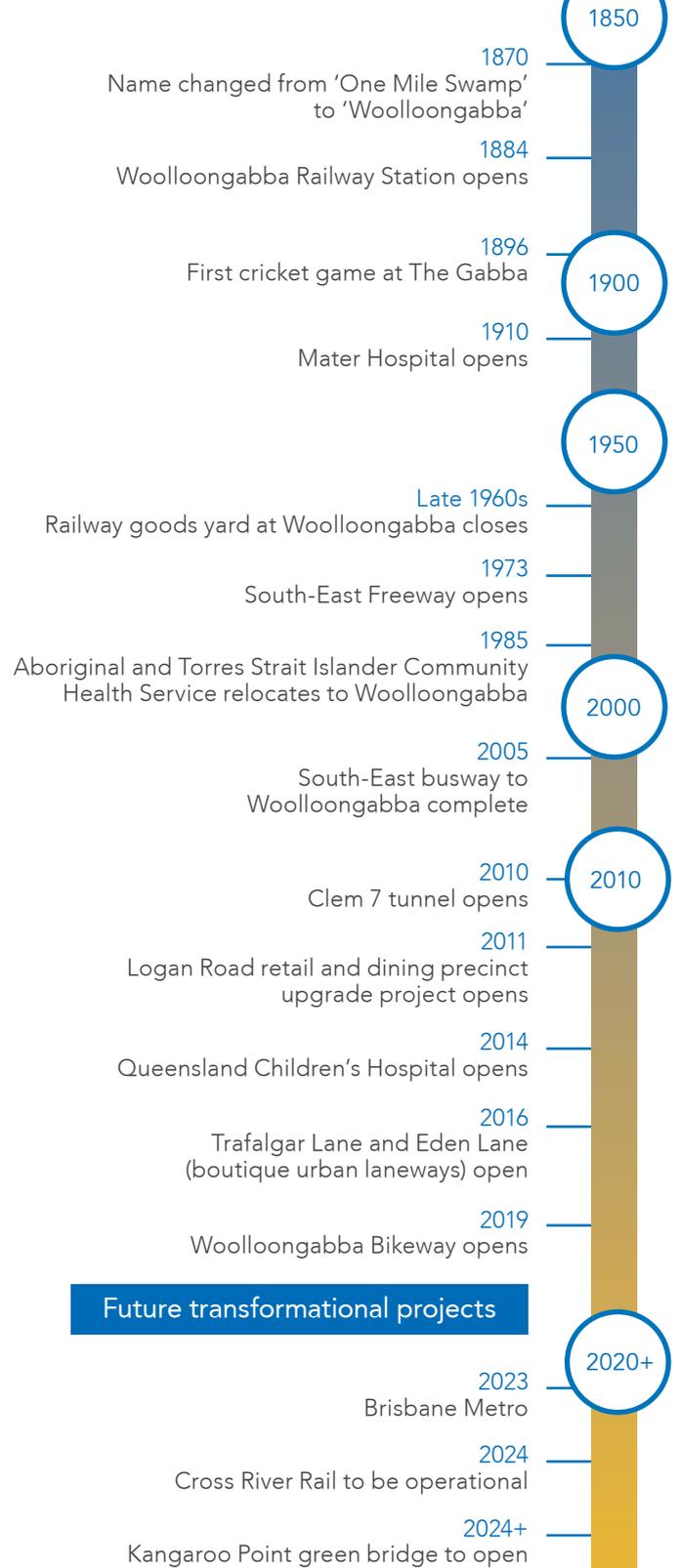


The Gabba stadium



Eden Lane

Home to Traditional Owners of the land in the past, present and future



## Growth and development



**3.75x**

increase in population  
2016 - 2036  
(4,100 - 15,300 people).

**65%**

of households are one or two persons – the highest percentage in Brisbane's knowledge corridor.



**2500+**

dwelling units approved in 10+ storey buildings in the precinct.

## Movement and activity



**3000+**

students (Somerville House and St Laurence's).

**10,000+**

employees (Mater and Queensland Children's Hospital).

**60%**

increase in cyclists at the Stanley Street/Annerley Road intersection since 2011.

**20,300+**

people per day forecasted for 2033.

**18,000+**

people on Cross River Rail per day forecasted for 2036.

**567,000+**

attendees at **38** event days in the 2017-18 financial year.

**22%**

vacancy rate in ground floor tenancies on the Stanley Street and Logan Road retail strip in 2018.

**8500**

people through the Woolloongabba busway station per day forecasted for 2033.

## Heritage and culture

**65%**

of Stanley Street's retail strip has heritage or character values.

Originally named **One Mile Swamp and renamed** in the 1870s to **Woolloongabba**, an Aboriginal word that means 'fight talk place'.



**Rail yards and tram depot**

closed in 1969.

**One Mile Swamp camp**

was one of the largest Aboriginal camps on the southern side of the river.

# Realising the opportunity

The investment in Brisbane Metro and Cross River Rail will catalyse major renewal and development of currently underused land at the precinct's core, and continue to stimulate development throughout the precinct. Redevelopment in the core of the precinct will stimulate the connection of key destinations, creating a series of vibrant places. Renewal will help to strengthen the economic role and community identity of Woolloongabba within Brisbane's knowledge corridor.

## Optimising station accessibility



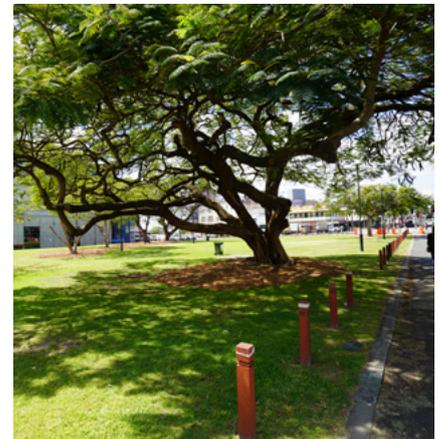
The new Brisbane Metro and Cross River Rail stations will strengthen the relationship between Woolloongabba and the city centre, significantly improving mode choice and accessibility for residents, employees and visitors to the precinct. Prioritising pedestrian access to these stations through development and the surrounding street network will be critical to the success of this investment.

## Creating connections for people



Woolloongabba is segmented by major road and public transport infrastructure that creates barriers for pedestrian and cycle movement and presents a hard interface to the public realm. There is an opportunity to connect key destinations within the precinct by providing direct, safe and shady pedestrian and cycle connections along streets and through public spaces.

## Enhancing the public realm



Parts of the Woolloongabba precinct have a poor quality public realm and lack public and open space. Continued population growth in the area will place increased pressure on existing spaces. Delivering a green public open space in conjunction with the Cross River Rail station and creating a network of high quality, subtropical public spaces throughout the precinct is essential to improving amenity and providing key lifestyle opportunities for residents, workers and visitors.

## Renewing an inner-city lifestyle precinct



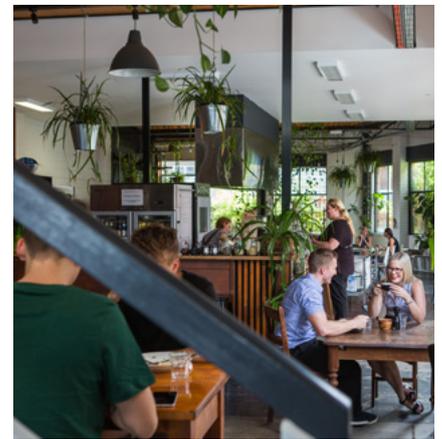
Despite the presence of significant health and entertainment facilities, the precinct lacks a defined and unified core, and the once thriving Stanley Street retail strip has been negatively affected by its proximity to major road and public transport infrastructure. Significant development adjoining the Cross River Rail station and in the surrounding area provides an opportunity to diversify the lifestyle offering and revitalise the Stanley Street corridor.

## Advancing the knowledge hub



The western part of the Woolloongabba precinct is anchored by a well-established health cluster, combined with an emerging allied health corridor along Annerley Road. There is an opportunity to further expand knowledge-based employment generators in the precinct and increase employment opportunities that make the most of the improved accessibility provided by the new Brisbane Metro and Cross River Rail stations.

## Establishing a complete community



Significant health and sporting facilities provide a strong foundation for employment and entertainment functions. However, the Woolloongabba precinct currently lacks the variety of services, housing and amenities to attract a broad range of people. Major renewal sites in the precinct present an opportunity to diversify housing, provide new and improved community facilities and attract a range of events that will help the precinct evolve into a welcoming inner-city community.

# 4 Precinct strategies



The full economic and liveability benefits of planned public transport investments will be realised by integrating land use and placemaking strategies that facilitate ongoing growth, investment and revitalisation.

The vision for the Woolloongabba precinct is supported by five strategies that organise and prioritise critical interventions for precinct renewal. Within this framework, specific sub-strategies and actions have been identified that directly address challenges and opportunities.



### Connectivity

Deliver efficient movement networks that enhance public transport journeys and improve the walking and cycling experience.



### Public realm and placemaking

Create a network of pedestrian-friendly streets and generous public spaces that support urban life and provide diverse leisure and recreation options.



### Economic development

Facilitate economic growth and development, expanding our knowledge base and lifestyle offer to attract global talent and investment.



### Community and culture

Work collaboratively with local communities and stakeholders to guide the placemaking process, revitalise heritage places and enhance our lifestyle.



### Land use and built form

Enable quality architecture and design, creating buildings and places that embrace our subtropical climate and support vibrant, mixed-use communities.



# Connectivity

The introduction of Brisbane Metro and Cross River Rail services to Woolloongabba will significantly improve public transport accessibility to the city centre and inner city. Together, these stations will move more than 38,000 people per day by 2036, resulting in a substantial increase in people moving through the precinct.

The key to unlocking this precinct and maximising the new infrastructure will be improving local connectivity. Addressing existing barriers and prioritising pedestrian and cycle movement will also ensure Woolloongabba's continued economic growth and prosperity by connecting places of employment with workers and customers.

There is an opportunity to investigate providing an integrated Brisbane Metro and Cross River Rail station in this precinct, which could provide an unprecedented level of accessibility to other areas along Brisbane's knowledge corridor and beyond. It could also help unlock underutilised land on the northern side of Stanley Street for development that, in combination with targeted transport and public realm improvements, would help return Stanley Street to its former high street status.

Responsibility: ● Council ● State ● Private

## C1 Stitch together key destinations

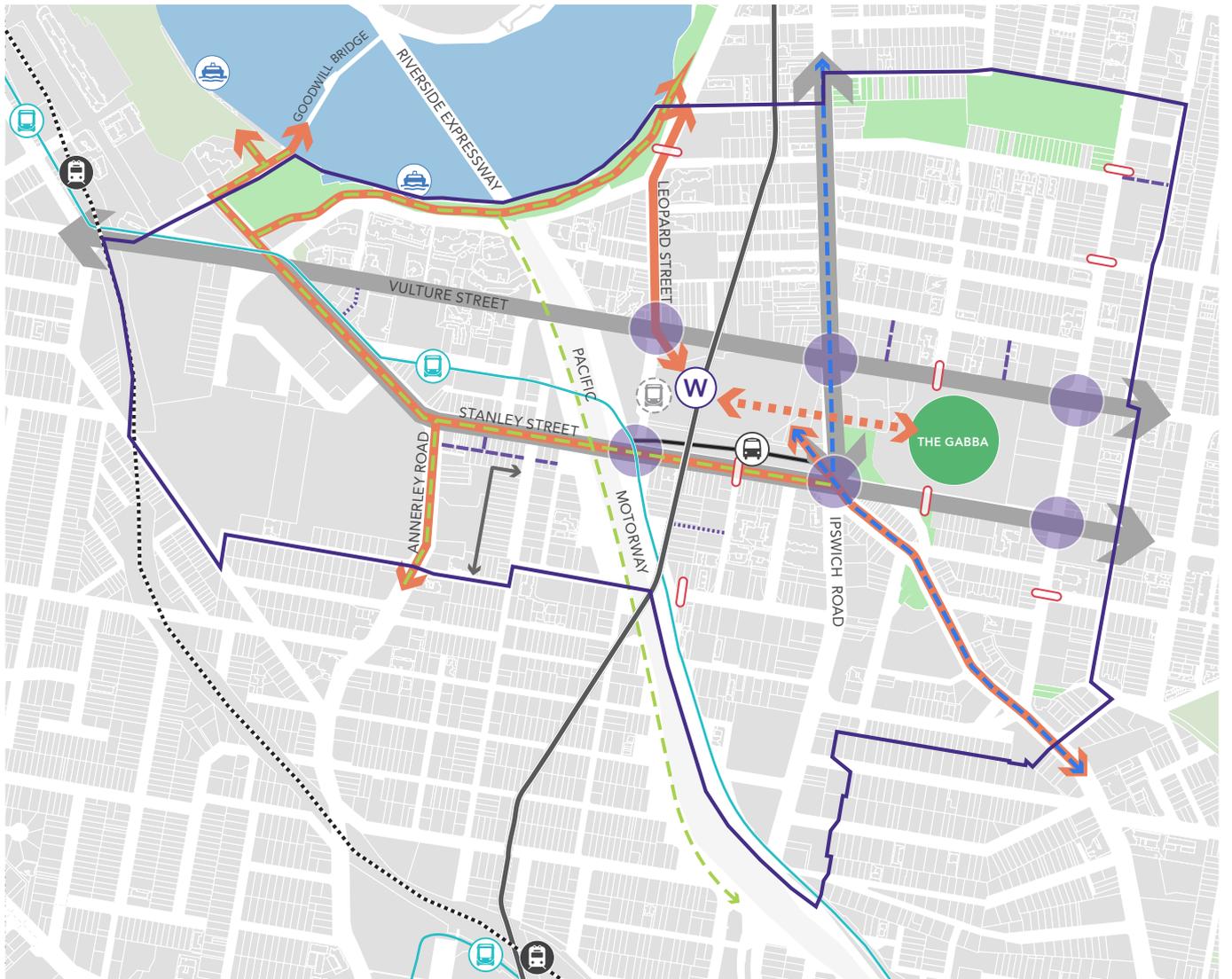
- C1.1 ● Deliver an improved pedestrian connection between The Gabba stadium and new Cross River Rail station, allowing easy movement during major events and day-to-day.
- C1.2 ● ● Increase pedestrian safety, convenience and comfort through improvements such as intersection and footpath upgrades and new pedestrian paths along key routes.
- C1.3 ● ● ● Deliver publicly accessible arcades and service lanes through development to increase pedestrian permeability and provide local travel options.
- C1.4 ● ● Develop a wayfinding strategy to connect key destinations including to new and planned active and public transport infrastructure.

## C2 Create exceptional public transport connectivity

- C2.1 ● ● Provide an integrated public transport hub and improve Stanley Street by:
  - investigating a new Woolloongabba Brisbane Metro Station that integrates with the new Woolloongabba Cross River Rail Station
  - investigating development options over the existing busway infrastructure that support economic development around the station, better integrate the Woolloongabba bus station with the surrounding community and create a uniquely local human scale street experience
  - optimising the surrounding road network to improve public and active transport connectivity.
- C2.2 ● ● Review car parking rates for areas within proximity of the new Mater Hill Brisbane Metro Station and the Woolloongabba Cross River Rail Station.

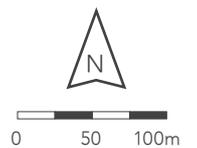
## C3 Prioritise pedestrians and cyclists

- C3.1 ● ● Encourage walking and cycling and create a safer environment for pedestrians and cyclists by reviewing the design and signal phasing of Stanley Street, Vulture Street and Main Street.
- C3.2 ● ● Provide new cycle infrastructure and linkages to the Woolloongabba Bikeway, V1 Veloway and Kangaroo Point Bikeway including through the Cross River Rail project site.
- C3.3 ● ● ● Encourage the provision of end-of-trip facilities such as secure bicycle storage and change rooms within major employment hubs and destinations.
- C3.4 ● Investigate providing new CityCycle stations to connect to new and future bikeways and public transport infrastructure.



-  Brisbane Metro line and station
-  Cross River Rail station
-  Cross River Rail alignment
-  Precinct boundary
-  Train line and station
-  Woolloongabba busway and station
-  Future arcades delivered through development (as per Brisbane City Plan 2014)
-  Potential future arcades delivered through development
-  Future service lane (as per Brisbane City Plan 2014)

-  Improved pedestrian connection between The Gabba stadium and Cross River Rail station
-  Key pedestrian routes for upgrade
-  Investigate new pedestrian/cyclist crossing or upgrade existing crossing
-  Investigate intersection upgrade to improve pedestrian/cyclist safety, amenity and convenience
-  Investigate an integrated Brisbane Metro and Cross River Rail station
-  Prioritise active transport, review the design and signal phasing
-  Investigate new cycle connections
-  Existing cycle connections





# Public realm and placemaking

More people will choose to live and work in the Woolloongabba precinct as Brisbane Metro and Cross River Rail deliver improved choice and convenience for moving around the city, and employment nodes continue to expand. A growing population will demand refreshed and enhanced open space and greening throughout the public realm. Establishing a network of green spaces and corridors will deliver comfort and enjoyment for people living, working and visiting this highly urbanised locality, while also providing an opportunity to identify and celebrate places of Aboriginal cultural significance.

In addition to new public spaces and place-making initiatives, small-scale public realm improvements will play a key role in stitching together the precinct, retaining the fine-grain urban character of Woolloongabba and creating a series of engaging spaces linking the major precinct destinations.

Public realm improvements will connect existing valuable open space areas both within and beyond the precinct including Raymond Park, Kangaroo Point Cliffs Park, Woolloongabba Place Park, Jurgens Street Park, Wellington Road Park and Woolloongabba Rotary Park through to Norman Creek. The renewal strategy provides a coordinating framework to 'green' the Woolloongabba community.

Responsibility: ● Council ● State ● Private

## P1 Green The Gabba

● P1.1 Deliver a new central park on the Woolloongabba Priority Development Area site, forming the green heart of Woolloongabba. The new public park will provide the local community with access to a large, central area of green open space and cater for the expected population growth. Improved connections across Main Street will help to connect this space to The Gabba stadium and the broader area.

P1.2 ● ● Improve existing open space including upgrading Kangaroo Point Cliffs Park and investigating options to improve access to Wellington Road Park from Hampton Street. Upgrades to Kangaroo Point Cliffs Park should look to improve:

- accessibility to the river
- amenity
- public safety
- the diversity of recreational experiences on offer.

P1.3 ● ● Prioritise key pedestrian routes and waiting spaces for greening (shade elements, shade trees and/or landscaping).

## P2 Create a high quality public realm that softens the effects of major infrastructure

P2.1 ● ● Investigate opportunities to improve landscaping and lighting along major transport infrastructure corridors.

P2.2 ● ● Investigate opportunities to provide widened footpaths and street trees on the northern side of Stanley Street.

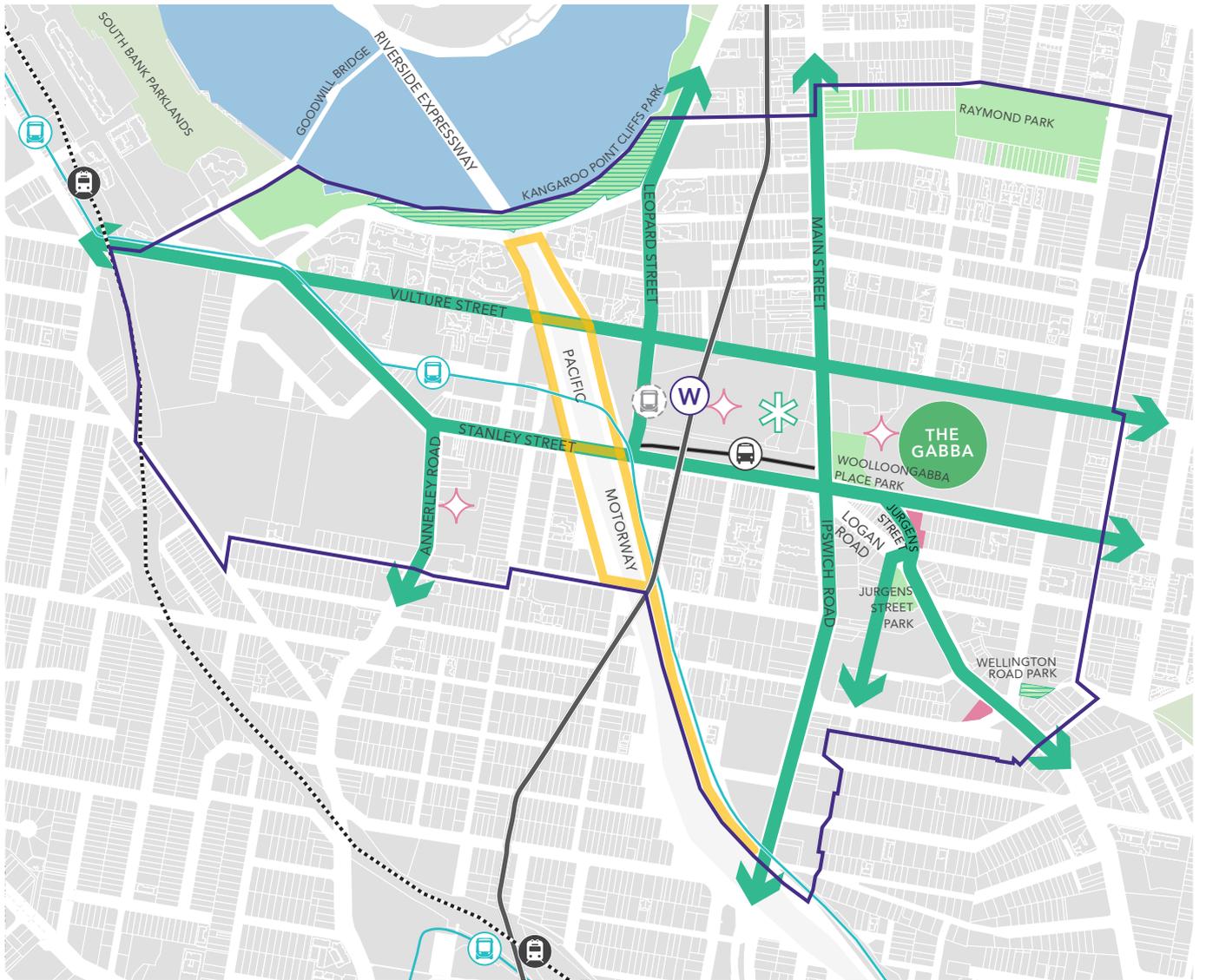
P2.3 ● ● Ensure design of new infrastructure and public realm incorporates softening natural elements such as established trees, grass, landscaping and water features.

## P3 Create a variety of public spaces for the community to gather, dwell and interact

P3.1 ● ● Use government-owned land including surplus road reserve to create small public spaces for knowledge workers to interact and for the local community to gather, e.g. land at the intersection of Jurgens Street and Stanley Street, and the intersection of Logan Road and Balaclava Street.

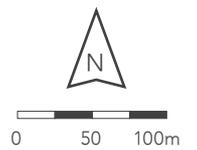
P3.2 ● ● ● Investigate a series of new plazas including:

- at the Cross River Rail station
- at the forecourt to The Gabba stadium
- adjacent to Annerley Road as identified in the Dutton Park Fairfield Neighbourhood Plan (location to be confirmed through Stanley Street corridor vision work).



-  Brisbane Metro line and station
-  Cross River Rail station
-  Cross River Rail alignment
-  Precinct boundary
-  Train line and station
-  Woolloongabba busway and station

-  Key pedestrian routes and waiting spaces for greening
-  Investigate landscaping and lighting improvements
-  Improve existing open space
-  Investigate creating new public space on unused government owned land, including road reserve
-  Potential new public park
-  Investigate potential new plaza





# Economic development

The precinct features significant lifestyle and knowledge infrastructure including The Gabba stadium, the Kangaroo Point riverfront, the Mater and Queensland Children’s hospitals and South Bank Parklands.

The hospitals anchor an existing regionally-significant health and technology precinct which has the potential to expand along Annerley Road towards Boggo Road. The eastern part of the precinct is transitioning from an industrial area to a high-density mixed-use area servicing students and early career professionals, with the potential to accommodate additional employment generating uses, including those supporting the nearby health and technology precinct and The Gabba stadium.

To attract families, knowledge professionals and students to the area and encourage people to stay longer, the precinct will need to provide lifestyle activities such as restaurants, bars, shops, parks and community facilities, which are connected by frequent public transport and safe pedestrian and cycling connections.

Improvements to, and development of, the northern side of Stanley Street and an increase in pedestrians from the new Brisbane Metro and Cross River Rail stations could help transform Stanley Street into a successful high street and key connection between the major health and sporting hubs in the precinct.

Improving amenity, increased employment and new lifestyle offerings will help transform Woolloongabba into a diverse community and a successful innovation hub.



Stanley Street

Responsibility: ● Council ● State ● Private

## E1 Strengthen precinct anchors

- E1.1 ● ● Investigate ways to foster partnerships and encourage collaboration between key knowledge institutions and supporting land uses including allied health, short-term accommodation and office-based professional services.
- E1.2 ● ● ● Support redevelopment in the area immediately surrounding the new Cross River Rail station that:
  - provides food and beverage and retail options to support the established Stanley Street and Logan Road corridor
  - includes accommodation and lifestyle offerings that support the ongoing function of The Gabba, help increase dwell time in the precinct and extend the economic benefits of events to the surrounding area
  - includes new public realm and plaza areas that can support event and non-event day activations, and provide a greater diversity of major events.
- E1.3 ● ● Investigate opportunities to re-establish a substantial workforce in the area surrounding the new Cross River Rail station with a potential focus on sport science, anchored by the redevelopment of government assets at the interface of Main Street, The Gabba and Stanley Street.

## E2 Return the high street

- E2.1 ● Prepare a master plan for Stanley Street to reinforce and promote it as a retail and entertainment destination and elevate its role as a key pedestrian and cycle link between major destinations.
- E2.2 ● Work with owners, local traders and developers along Stanley Street and Logan Road to:
  - minimise the impacts of construction in the precinct
  - develop a strategy to maximise the benefits of events
  - diversify and strengthen the overall retail offering
  - create a positive brand identity/awareness for locals and visitors.



# Community and culture

**Celebrating the diversity of Woolloongabba, including its enduring significance to Aboriginal people, and providing access to social infrastructure will cement the precinct as a desirable place to live, work and visit.**

The precinct includes several cultural and heritage landmarks, including The Gabba stadium, former Woolloongabba Police Station, Morrison Hotel and historical buildings along Stanley Street and Logan Road. There are also large pockets of intact character housing within the precinct. The combination of character housing, established and transitioning industrial areas, and important cultural and sporting landmarks, defines the gritty urban character of the precinct.

Existing heritage places and transitional industrial areas could be adapted and reused as spaces for start-ups and creative industries (e.g. microbreweries, co-working spaces) to provide new community and employment functions as well as celebrating the area’s rich cultural history.

As the worker and resident population grows, the delivery of well-located community services and social infrastructure matched to local needs will further add to the quality of life and well-being of the community.



Historical buildings on Stanley Street (1963)



Former Woolloongabba Police Station



Mural on former industrial building, Trafalgar Street

Responsibility: ● Council ● State ● Private

## CC1 A major events destination and a place to call home

- CC1.1 ● ● Investigate ways to improve The Gabba stadium and surroundings to integrate with the existing urban fabric, to attract a range of event types and improve the visitor experience.
- CC1.2 ● ● ● Ensure new public spaces near the Cross River Rail station can cater for large crowds on event days and be activated on non-event days with community gatherings such as markets, exercise and pop-up events.
- CC1.3 ● ● Investigate opportunities to provide new public art and creative lighting, with emphasis on heritage features and precinct landmarks to support the night-time economy.

## CC2 Revitalise heritage corridors

- CC2.1 ● Create a cultural trail connecting heritage and other unique places and points of interest to reinforce the precinct’s identity and encourage people to dwell in the area.
- CC2.2 ● Investigate ways to facilitate outdoor dining opportunities behind heritage listed buildings on Stanley Street.

## CC3 Provide new community facilities and spaces

- CC3.1 ● Undertake a community needs assessment of the precinct to determine future social infrastructure requirements and plan for delivery of these facilities in association with development of land surrounding the Woolloongabba Cross River Rail Station.
- CC3.2 ● ● Re-purpose the former Woolloongabba Police Station building for a use that is open to the public and reflects the culture and identity of the area.



# Land use and built form

The precinct is undergoing a period of intense change, with increased public transport choice and mobility set to position it only one stop away from the city centre. The large area of developable land around the station, and redevelopment opportunities more broadly across the southern parts of the precinct, provide an opportunity to deliver buildings with high-quality subtropical design and links between the street and public realm.

An updated planning framework that reflects the Brisbane Metro and Cross River Rail opportunity will continue to support growth and expansion of knowledge-intensive and supporting industries and ensure that development delivers public realm and infrastructure outcomes that improve the liveability of the precinct.



Vulture Street



The Drapery, Logan Road

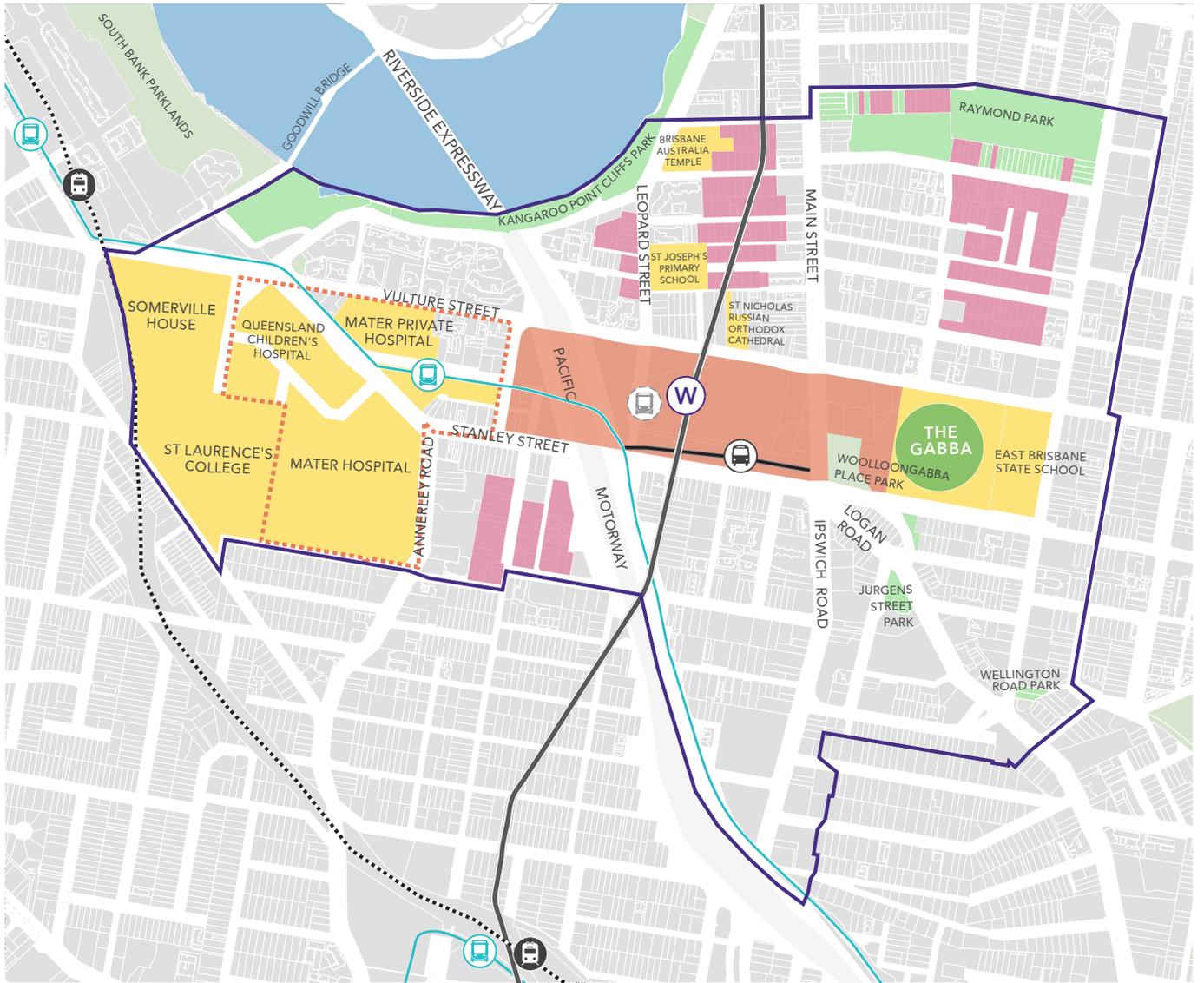
Responsibility: ● Council ● State ● Private

## L1 Supportive land use

- L1.1 ● ● Ensure development surrounding the new Cross River Rail station provides for a mix of employment, residential and lifestyle uses that complement the existing anchor activities within the precinct, help activate new public open spaces, and play a supporting role to the Stanley Street/Logan Road high street.
- L1.2 ● ● Provide a variety of housing options within the precinct, including retaining existing intact character housing and investigating options to provide key worker housing.
- L1.3 ● ● Encourage emerging medical, research and allied health uses along Annerley Road towards Boggo Road.

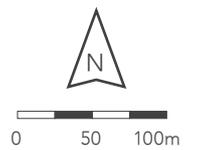
## L2 Review planning controls

- L2.1 ● ● Update the planning framework to reflect the Brisbane Metro and Cross River Rail opportunity, including but not limited to:
  - a review of the sliding scale for building height including investigation of building typologies that could suit smaller development sites
  - identification of appropriate built form controls including incorporating relevant components of the *New World City Design Guide: Buildings that Breathe* and measures to reduce building bulk
  - a review of active frontage requirements
  - a review of significant corners and landmark sites
  - updates to the streetscape hierarchy and other overlays as necessary
  - updates to the Local Government Infrastructure Plan as necessary.
- L2.2 ● ● Ensure development across the precinct exhibits a high-quality built form that reflects its landmark location and is designed to respond to Brisbane’s subtropical climate by providing shade and shelter, fine grain active edges and passive surveillance of the street.



-  Brisbane Metro line and station
-  Cross River Rail station
-  Cross River Rail alignment
-  Precinct boundary
-  Train line and station
-  Woollongabba busway and station

-  Community facilities
-  Retain existing intact character housing
-  Provide a mix of land uses within a high-quality, subtropical built form
-  Support the growth and expansion of health and associated uses (Mater Hill precinct, Health sub-precinct – Dutton Park Fairfield Neighbourhood Plan)



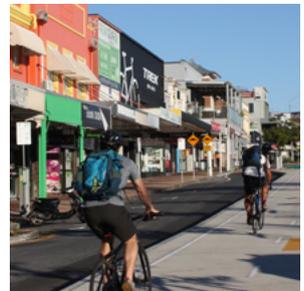
# 5 Catalyst projects



Delivering on the long-term vision for the Woolloongabba precinct requires the combined efforts of government, stakeholders, business and the local community.

The precinct vision will be realised through a range of mechanisms including statutory actions, placemaking projects, infrastructure delivery and governance changes. Priority actions have been organised under three catalyst projects to kick-start the revitalisation process and begin to unlock the immense potential of the precinct.

## 1 Stanley Street corridor



## 2 From creek to cliffs



## 3 Stitching the community together



# 1

## Stanley Street corridor

The multi-billion-dollar Brisbane Metro and Cross River Rail investment in Woolloongabba will substantially increase the footfall along Stanley Street, providing a rare opportunity to revitalise the street and bring life and vitality back to this retail strip. Investigations into development options over the existing Woolloongabba busway and Cross River Rail Station could improve economic development outcomes within the precinct and help realise the area's potential as an urban community to support other precincts within Brisbane's knowledge corridor.

### Catalyst sub-projects and priority actions

Responsibility: ● Council ● State ● Private

#### Short-term (1-5 years)

#### A world-class Woolloongabba station ●

Deliver the Woolloongabba Cross River Rail Station which provides a new focal point for the precinct and a high quality and integrated public realm.

#### An integrated Brisbane Metro station ● ●

Establish Woolloongabba as a key inner-city interchange for bus and rail and between local and major services by investigating:

- the opportunity for a new Brisbane Metro station adjacent to the Cross River Rail station, including the benefits such an investment can achieve for the precinct/community
- development options over the existing busway infrastructure and better integrating the Woolloongabba bus station with the surrounding community.

#### A walkable street ●

Deliver improved pedestrian connections to the station including footpath widening and kerb buildouts where possible, intersection and crossing improvements, and investigate ways to improve pedestrian safety and comfort along Stanley Street.

#### A key people connector and destination ● ●

Prepare a Stanley Street master plan that establishes Stanley Street as a comfortable, green and safe pedestrian link between The Gabba, Cross River Rail station, Mater and Queensland Children's hospitals and South Bank Parklands and reinforces and promotes its role as a key destination.



#### Re-establishing Stanley Street as a high street

Returning the main street of Woolloongabba as a place to meet, eat, drink and play.

#### Medium-term (5-10 years)

#### A new address to Stanley Street ●

If a Brisbane Metro and Cross River Rail interchange is to be created and/or development outcomes over the existing Woolloongabba busway are supported, facilitate development fronting the northern side of Stanley Street. This development could activate the street frontage, provide improved access from Stanley Street to the public transport interchange, and provide a wider footpath to physically complete the Stanley Street retail corridor.

#### An activated station ●

Deliver mixed use development immediately around the Cross River Rail station, including activated public realm and parkland, ground level retail that plays a supporting role to the existing Stanley Street and Logan Road corridor and new commercial space.

#### Partnering with local stakeholders ● ●

Work with business owners, developers and traders to expand on the current offering, and develop a destination and branding strategy.

#### Long-term and ongoing

#### Delivering the vision ● ● ●

Deliver ongoing streetscape improvements aligned with the Stanley Street masterplan, in a staged manner as precinct developments progress.

# 2

## From creek to cliffs

Council’s *Norman Creek 2012–2031 Master Plan* identified a series of ‘stepping stone’ parks and urban spaces linking Woolloongabba to Kingfisher Creek. Development surrounding the new Woolloongabba Cross River Rail Station presents an opportunity to extend the stepping stone parks and urban spaces through the Cross River Rail project site and beyond to the Kangaroo Point Cliffs Park and Kingfisher Creek. This will improve access and connectivity throughout Woolloongabba and provide respite for pedestrians and cyclists. Investment in new public spaces and a new park on the Cross River Rail project site will be critical to cater for the expected population growth and ensure that the precinct becomes an exemplar urban lifestyle destination.



### Establishing a connected open space corridor

A series of stepping stone parks and urban spaces linking the Kangaroo Point Cliffs, Woolloongabba Station and Kingfisher Creek.

### Catalyst sub-projects and priority actions

Responsibility: ● Council ● State ● Private

#### Short-term (1-5 years)

#### An upgraded Kangaroo Point Cliffs Park ●

Commence staged upgrades to Kangaroo Point Cliffs Park to reflect its iconic status, with a focus on improving accessibility to and within the park, reflecting its importance as an active transport corridor and providing shade, amenity and tourism offerings.

#### Improved accessibility to Wellington Road Park ● ●

Investigate options to improve access to Wellington Road Park from Hampton Street. This could involve working with developers to secure a publicly accessible space north of the park to increase width and visibility, and ensure any development activates and overlooks the park.

#### A new central park – stage 1 ●

Plan a new central park on land immediately surrounding the Woolloongabba Cross River Rail Station, forming the green heart of Woolloongabba. The new public park will provide the local community with access to a large, central area of green open space and cater for the expected population growth.

#### Medium-term (5-10 years)

#### A new Jurgens Street public space ●

Investigate relocating Council infrastructure on the corner of Jurgens Street and Stanley Street and repurposing this land for a new public space. Underused road reserve on the opposite side of Jurgens Street could also be re-purposed as an extension of this new public space.

#### A new central park – stage 2 ●

Deliver a new central park on land immediately surrounding the Woolloongabba Cross River Rail Station, forming the green heart of Woolloongabba. The new public park will provide the local community with access to a large, central area of green open space and cater for the expected population growth.

#### Long-term and ongoing

#### Place curation and activation ● ● ●

Ensure the public realm immediately surrounding The Gabba and the new Cross River Rail station is activated outside of major events to support local community development and business.

# 3

## Stitching the community together

The Woolloongabba precinct is comprised of many places. From the established Mater and Queensland Children’s hospitals hub, the Kangaroo Point Cliffs, The Gabba stadium, intact character residential areas, and its emerging urban living areas, there are many reasons for people to move around.

The new Cross River Rail station will sit at the heart of this precinct and will help unify the precinct and link destinations. Increased pedestrian activity combined with actions to deliver a vibrant public realm will help stitch the precinct together and establish it as a connected series of great places.

To achieve this, prioritising pedestrian and cycle connections between the main activity hubs around the precinct and the new stations, and creating a precinct that is easier, safer and more pleasant to move around, becomes critical.



### Pedestrian and cyclist experience

Targeted infrastructure investment and public realm initiatives can be used to unify the precinct and improve the pedestrian and cyclist experience.

### Catalyst sub-projects and priority actions

Responsibility: ● Council ● State ● Private

#### Short-term (1-5 years)

##### Improved accessibility to The Gabba ●

Deliver an improved connection across Main Street to allow easy movement during major events and day-to-day travel.

##### Identify the delivery priority and staging sequence of cycle links and funding ● ●

Identify opportunities for the sequential delivery of cycle links co-timed with other major development activities. Identify funding sources for design and delivery of links.

##### Prepare an overall plan identifying preferred cycle links ● ●

Identify priority connections/links that better connect the new Woolloongabba Bikeway to the:

- V1 Veloway/South East Bikeway
- Cross River Rail station
- Kangaroo Point Bikeway and Story Bridge
- Kangaroo Point green bridge and
- Norman Creek Bikeway.

#### Medium-term (5-10 years)

##### Pedestrian improvements ● ●

Undertake a range of improvements to increase pedestrian safety, amenity and convenience, including intersection upgrades, completing missing links and widening and/or improving footpaths along key pedestrian routes.

##### Arcades and laneways ● ●

Deliver arcades and service lanes through development to increase permeability and provide local travel options.

##### Wayfinding strategy ●

Develop a wayfinding strategy to connect key destinations to new and planned active and public transport infrastructure.

# References

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*Discover The Gabba's Hidden Gems,*  
Brisbane Heritage Trails, Brisbane City Council

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Edmund Rice Education Australia

## More information

For more information contact Council.



Visit [brisbane.qld.gov.au](http://brisbane.qld.gov.au) and search 'Brisbane's knowledge corridor'.



Send an email to:  
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