

VISION SOUTH BANK

# REPORT

## 2017




# INTRODUCTION

Vision South Bank is the culmination of different cultural, business, government and educational organisations in the precinct coming together and entangling their shared interests and aspirations. Emerging from many years of successful partnering, this Vision provides a clear pathway towards a future of collaborative excellence and Griffith University is delighted to be part of it.

The time is ripe for us to combine our collective capabilities, resources and foresight around this exciting new vision. This will see the precinct emerge as a world class hub of creative innovation and knowledge industries that supports business development and cultural experiences in the place where Brisbane comes to play.

Realising this collaborative vision will see South Bank become a renowned precinct of culture, innovation and recreation that will catch the eye of the world, allow its partners to thrive, and bring great experiences for the state, the city and all that enjoy its offerings.

Professor Martin Betts  
Deputy Vice Chancellor (Engagement)  
Griffith University



South Bank is Queensland's premier cultural and recreational precinct, featuring the iconic riverfront parklands and a number of globally significant destinations.

Excellence on a world stage is in South Bank's DNA. Brisbane Convention & Exhibition Centre is a global leader, GoMA is Australia's most visited gallery and South Bank Parklands continue to be a world class attraction. The unprecedented success of the World Science Festival has also showcased the benefits of collaboration between our organisations.

The success of the South Bank precinct (SBP) brings with it, new challenges for accommodating the increasing demand. It also presents new opportunities for the city to leverage. With a growing residential and business population, a busy events calendar and increasing demand on public spaces and education facilities, a sustainable vision for the future is needed.

Vision South Bank was championed by Business South Bank to provide a shared vision for the future of the precinct. It is a cohesive plan for delivering a new generation of cultural facilities and public spaces to ensure South Bank retains its position as a world-leading urban precinct.

Bruce Wolfe  
Chair, Vision South Bank  
Managing Director, Conrad Gargett

# HISTORY

Vision South Bank first emerged in 2014 from a series of breakfast workshops between Griffith University, QPAC and other partners looking to collaborate across the precinct. In August 2015, the Hornery Institute was engaged to develop a framework for future collaboration between precinct stakeholders.

A series of workshops were held in early 2016 with approximately 30 precinct stakeholders in attendance and the overwhelming outcome was the need to develop a shared vision for the future of the precinct. An Executive Group was established to guide the visioning process, including extensive research, stakeholder interviews and Executive Group workshops.

Vision South Bank is the culmination of this work.

Janine Watson  
Executive Officer  
Business South Bank

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# VISION

The South Bank precinct strives to be the best urban precinct in the world; a unique place to visit, study, work and play.

As Queensland's premier cultural destination, it showcases world-class cultural, education and events facilities, integrated with business and creative industries and knitted together by renowned public spaces. It is a bold, inclusive and sustainable precinct; the place that we celebrate our identity and experience the best of life.

A cultural wonderland entangled by riverfront parklands, the South Bank precinct exhibits excellence and offers something for everyone.

- » One vision
- » One destination
- » **One South Bank**
- » One connected space
- » One future



# CONTEXT

*The South Bank precinct is Queensland's premier cultural precinct, featuring a number of globally significant destinations.*

It is well positioned strategically, with excellent access to the Brisbane River, CBD and transport infrastructure. Other major destinations and precincts nearby include:

- Queen's Wharf Brisbane
- QUT and Botanic Gardens
- Woolloongabba
- Roma Street and Suncorp Stadium
- West End
- University of Queensland

Improving physical, social and virtual connections with these nearby precincts will promote community access, cultural learning and business innovation. Enhancing transit gateways will also invite greater access from the wider region and ensure an inspiring arrival experience.

By connecting and embracing its context the South Bank precinct will ensure its future growth and vibrancy.



South Bank attracts **11 million** visitors per year



BCEC named **world's best** convention centre



**20,000 students** in South Bank precinct

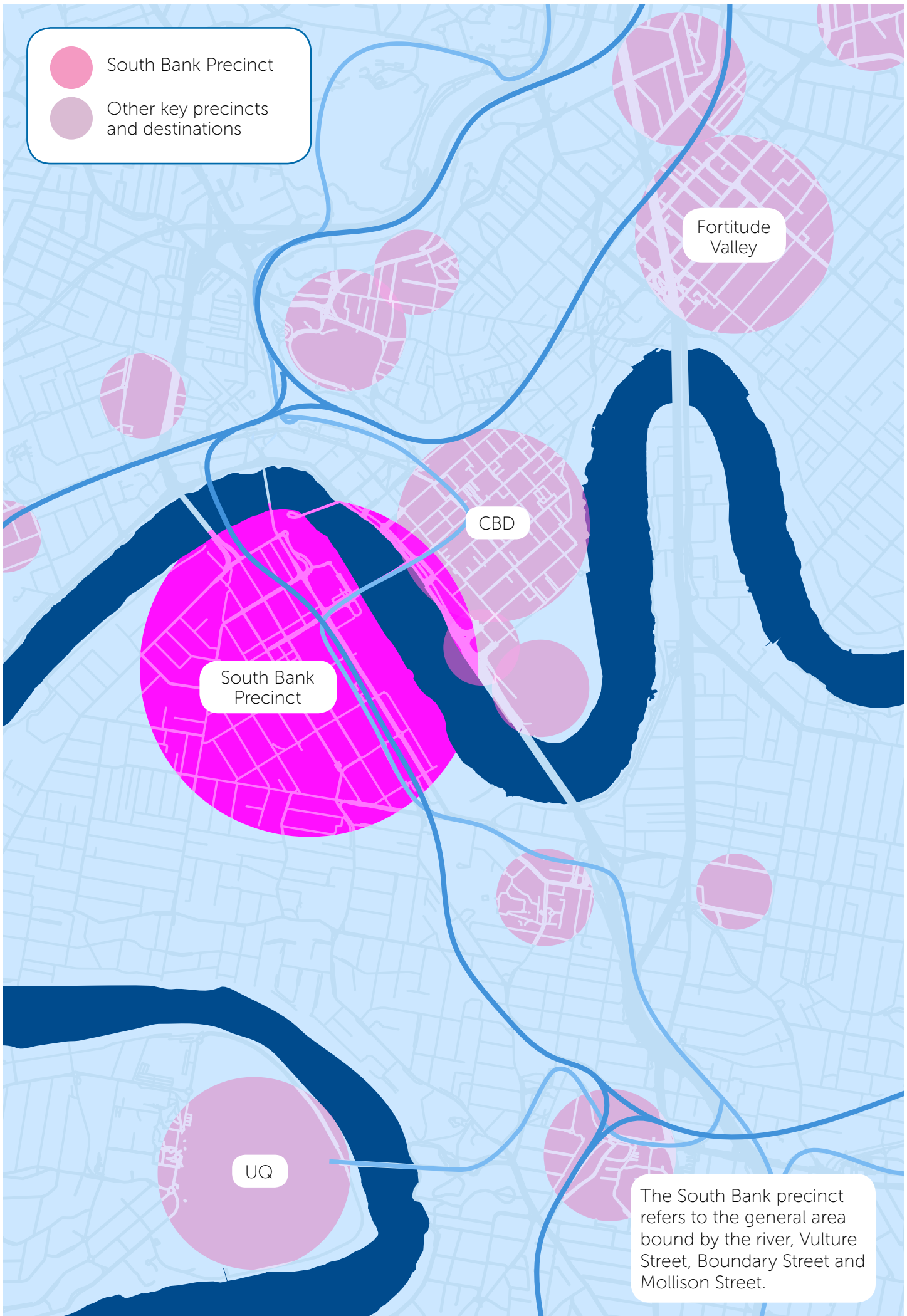


Resident population set to rise to above **30,000 by 2021**



Workforce of approx **15,000** (BSB corporate membership)

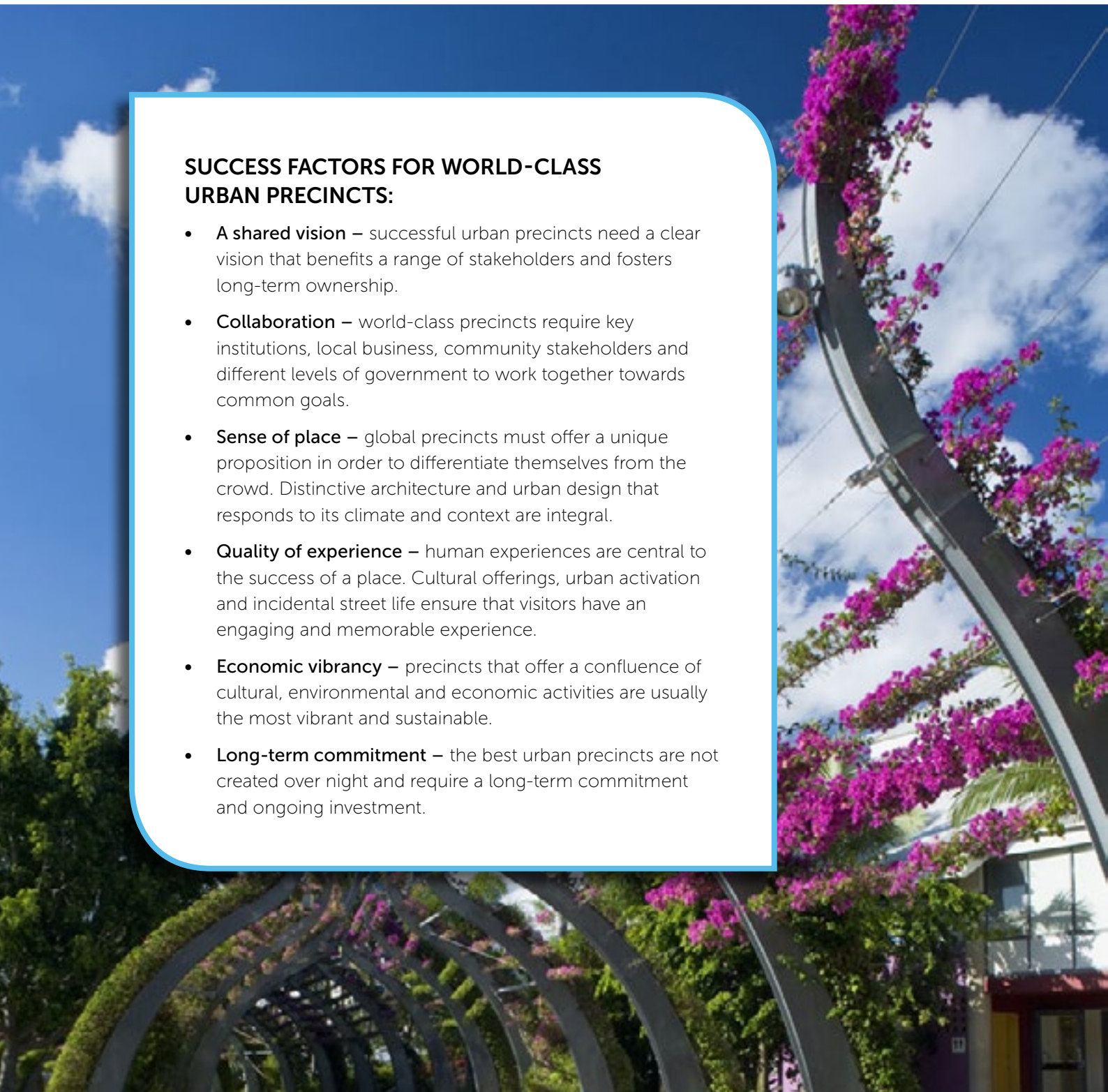




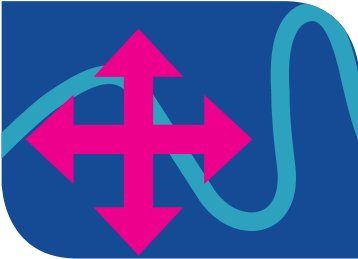
# OPPORTUNITIES & CHALLENGES

## SUCCESS FACTORS FOR WORLD-CLASS URBAN PRECINCTS:

- **A shared vision** – successful urban precincts need a clear vision that benefits a range of stakeholders and fosters long-term ownership.
- **Collaboration** – world-class precincts require key institutions, local business, community stakeholders and different levels of government to work together towards common goals.
- **Sense of place** – global precincts must offer a unique proposition in order to differentiate themselves from the crowd. Distinctive architecture and urban design that responds to its climate and context are integral.
- **Quality of experience** – human experiences are central to the success of a place. Cultural offerings, urban activation and incidental street life ensure that visitors have an engaging and memorable experience.
- **Economic vibrancy** – precincts that offer a confluence of cultural, environmental and economic activities are usually the most vibrant and sustainable.
- **Long-term commitment** – the best urban precincts are not created over night and require a long-term commitment and ongoing investment.



*SBP's prominence as a global cultural destination and its positioning at the heart of Brisbane's transport, economic and open space networks presents unique opportunities for the future. However, the precinct's success also brings with it new challenges for accommodating the growing demand. Forward thinking is needed to overcome challenges and optimise future opportunities, including:*

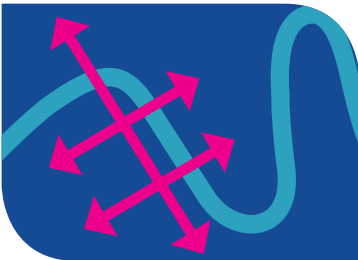


#### **Expanding the Cultural Offer**

As the premier cultural precinct of the burgeoning SEQ region, SBP must grow its offer and continue its legacy of excellence with new cultural destinations and innovative reimagining of existing facilities.

#### **More Green Space**

While the local and regional populations have increased dramatically since the inception of South Bank Parklands, the quantity of open space has not. New green spaces are needed to support the sustainability of our city.



#### **Connection + Permeability**

The precinct features the most vibrant Parklands in Australia, yet access across the river and transport corridors remains a significant challenge to integration with surrounding precincts.

#### **Collaboration + Communication**

The eclectic mix of cultural and education institutions, events facilities and local businesses gives the precinct its vibrancy, but it also presents challenges for coordinating major events and creating a cohesive visitor experience.

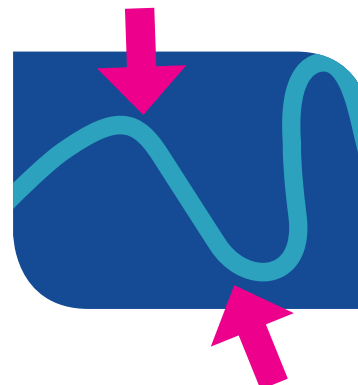


#### **Business Leveraging**

With the world's best convention centre and globally significant cultural destinations, we need to capture economic opportunities for our creative industries and other business sectors to leverage, as well as strengthen the burgeoning commercial hub.

#### **Queen's Wharf Brisbane**

The 26 hectare integrated resort will be constructed over the next 5 years, delivering a new pedestrian bridge and 1.39 million tourists each year. The revitalisation of Queen's Wharf also presents excellent opportunities for collaborative programming of river spaces.



#### **Transit Projects**

With a fast growing region and both levels of Government proposing major transit projects, the precinct needs to work with partners to increase its transit catchment whilst enhancing its public realm.

# STRATEGY

*SBP's future vision as the best urban precinct in the world can only be realised through long-term commitment to well-considered urban strategies. The 4 strategies outlined below provide clear pathways to overcoming challenges and harnessing opportunities.*



## Global destination

*Provides a long-term plan for expanding the precinct's offer of cultural destinations, education and events facilities and related business opportunities*



## Connect together

*Offers a blueprint for improving key connections within and beyond the precinct, including major gateways, streets, pathways and river links*



## Space to grow

*This strategy identifies new public spaces to be provided in the future and highlights those spaces that will need upgrade and investment*



## Collaborate

*Presents a shared understanding of the need for precinct stakeholders to collaborate on marketing, events, information and planning*









# GLOBAL DESTINATION

*To reinforce SBP's pre-eminent role as a global destination for culture, recreation, events and education, there is a need for new and upgraded facilities. Opportunities to expand the precinct and better integrate with surrounding businesses and neighbourhoods will also be explored.*

## KNOWLEDGE INDUSTRIES

Increasing the presence and integration of education, research, events facilities and creative industries will enhance vibrancy and innovation within the precinct. Collaboration between these organisations is key to major events and economic leveraging.

- Griffith University to expand its role with more departments and students in the precinct and improved integration with local industries and institutions

## KURILPA EXTENSION

The relocation of major industry from the Kurilpa riverfront opens up a once-in-a-generation opportunity to extend South Bank Parklands beyond the William Jolly Bridge. Activating these parklands with new cultural facilities, lifestyle retailing, education and creative industries would deliver a bold new stage for Queensland culture.

## CULTURAL OFFER

The delivery of the following new and improved cultural facilities over time will ensure the precinct retains its place as a global cultural destination:

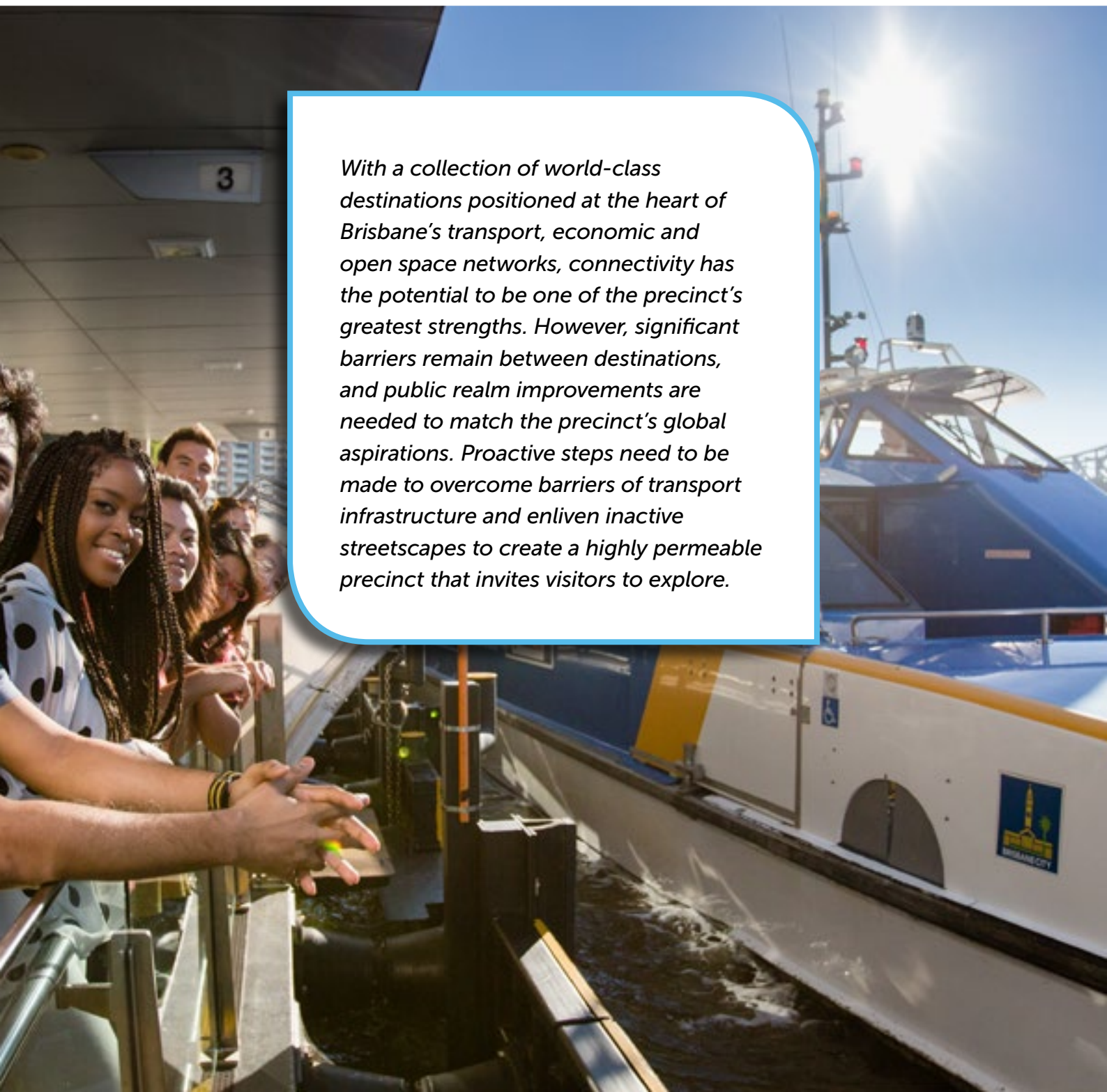
- Maritime Museum renewal
- Indigenous Cultural Centre
- Science Academy
- Design Museum
- Theatre space and outdoor performance venue





# CONNECT TOGETHER

*With a collection of world-class destinations positioned at the heart of Brisbane's transport, economic and open space networks, connectivity has the potential to be one of the precinct's greatest strengths. However, significant barriers remain between destinations, and public realm improvements are needed to match the precinct's global aspirations. Proactive steps need to be made to overcome barriers of transport infrastructure and enliven inactive streetscapes to create a highly permeable precinct that invites visitors to explore.*

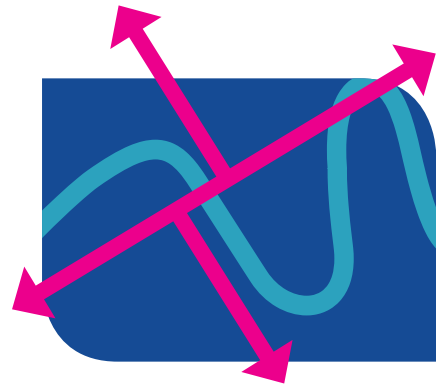


## ARRIVAL GATEWAYS AND TRANSIT LINKS

First impressions matter, and the experience of visitors accessing and arriving in the precinct is critical to ongoing success. The main gateways need to provide a quality arrival experience, including:

- Cultural Centre Station to be moved underground to enhance connectivity through the heart of the Cultural Precinct, whilst expanding transit capacity and improving the arrival experience.
- Victoria Bridge to give priority to pedestrians, cyclists and transit, with seamless transition and connectivity into SBP.
- New bridge from Queen's Wharf to provide a link between SBP, the integrated resort and the CBD.
- Explore opportunities for improved river-based transport and recreation including CityCats, Riverwalk, river taxis, tourist boats and non-motorised craft.
- William Jolly Bridge and Stanley Street to provide better gateway amenity and connectivity with the City West and Mater Hill precincts respectively.

**Rapid transit** to provide easy access from the wider region and convenient inter-connectivity with other inner-city precincts, including commercial, health and education hubs.





## MAIN STREETS

The precinct's street grid is central to its connectivity and the visitor experience. Streets like Melbourne, Grey and Glenelg are used by thousands of pedestrians and vehicles everyday and yet all need significant attention.

- Glenelg Street to become a green Festival Street with improved activation and connectivity from Musgrave Park through to the river.
- The eastern end of Melbourne Street and Victoria Bridge to be reconfigured to provide a safe and inviting arrival experience with more generous and connected pedestrian environments.
- The northern end of Grey Street to match the quality of the southern end with improved activation, footpaths, shade and landscaping.

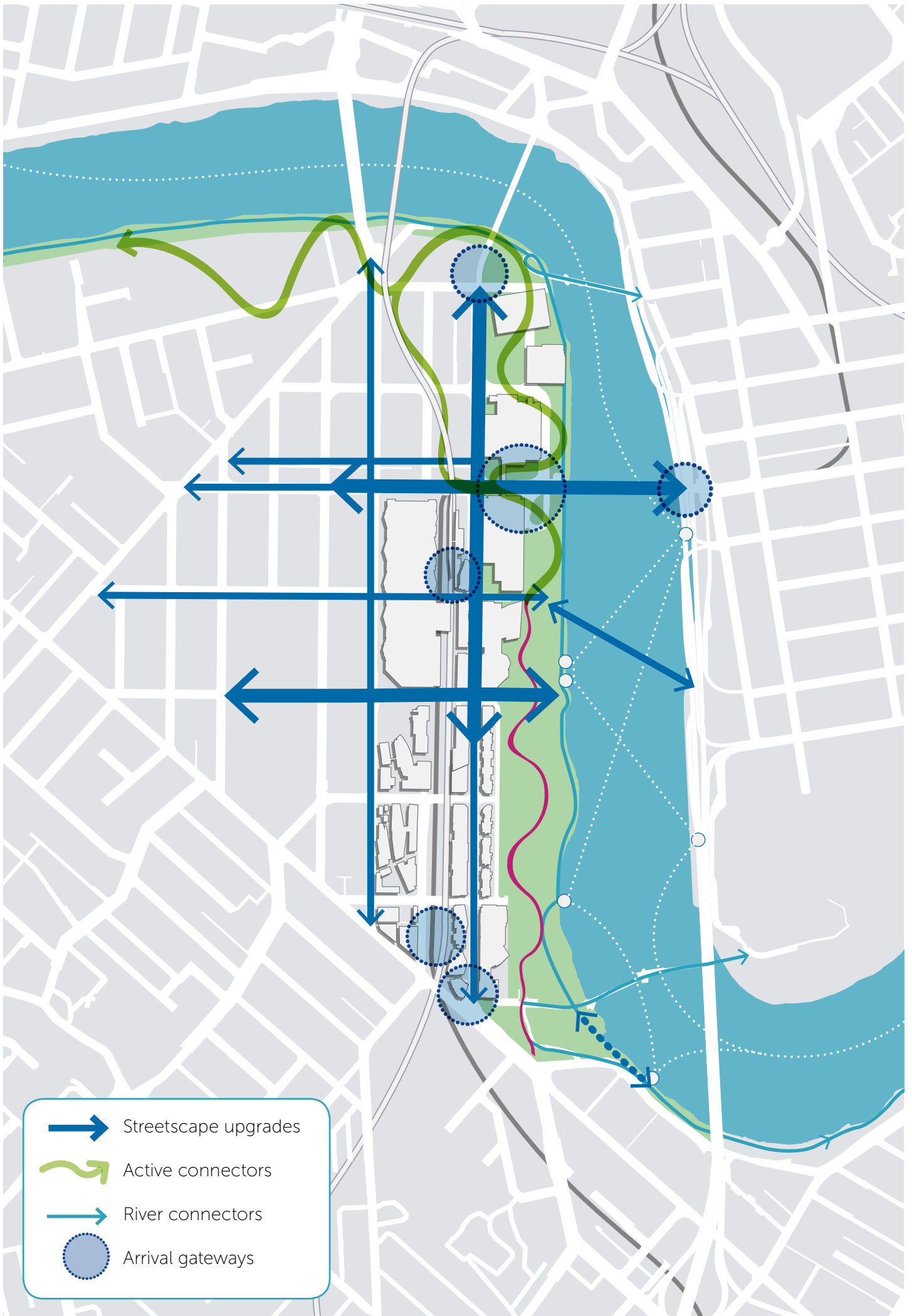
## ACTIVE CONNECTORS

- Explore opportunities to extend key pedestrian links such as the Arbour and Riverwalk into adjoining areas, including Kurilpa and Kangaroo Point. These active pathways will incorporate intuitive wayfinding and climate responsive pedestrian shelters that encourage connections within and beyond the precinct.
- Renewal of Fish Lane and the railway viaduct to provide for urban recreation and pedestrian connection.

**More permeable buildings** are needed to activate and improve connections between public spaces.









# SPACE TO GROW



*The success of South Bank Parklands and the broader precinct has placed unprecedented demand on the available public realm. As the local and region population continues to grow, new and upgraded public spaces will be needed to ensure the sustainability of the precinct and a high quality visitor experience.*

## NEW PUBLIC SPACES

Revitalisation of the Kurilpa riverfront presents opportunities to establish around five hectares of riverfront parkland, enhance river infrastructure and improve community access.

Additional public space can be reclaimed at the heart of the cultural precinct, by undergrounding the busway station, rationalising vehicle movements and expanding riverside walkways to deliver an enhanced cultural forecourt, river frontage and pedestrian environment.

## ENHANCE EXISTING

South Bank Parklands is at risk of being loved to death. Ongoing upgrades and maintenance are needed to accommodate the huge crowds that flock there everyday.

Musgrave Park is a large, but underperforming, green space at the heart of a fast growing neighbourhood. Its value to West End residents and its significance to the Indigenous community will be retained whilst investment and acceptance is needed to make the most of this great public asset.

## URBAN AMENITY

Reviving Glenelg Street as a park-to-park green link and the Railway viaduct as an urban recreation space will enhance the public realm offer for the booming local population.

Incorporation of green rooftops, vertical landscaping and other open spaces into new development will help respond to our subtropical climate, supplement the growing demands on public space and adhere to sustainable practices.

## RIVER'S EDGE

With 3km of river frontage the precinct has excellent views and opportunities for water based recreation and entertainment. The revitalisation of Queen's Wharf creates an opportunity for a 'river theatre' with coordinated programming of the river space.





# COLLABORATE & COMMUNICATE

*Key ingredients of successful global precincts include a collective vision and collaborative governance. SBP performs best when the precinct stakeholders coordinate marketing, events, information and planning.*

## COLLECTIVE GOVERNANCE

Continue collective governance arrangements to entangle aspirations, build consensus on future plans and strengthen influence with government bodies. Aligning the long-term development of precinct institutions and businesses will ensure that each investment makes a cumulative contribution to the precinct's future aspirations.

## COLLABORATIVE EVENTS

When SBP celebrates, the city comes to life. Events like the World Science Festival and Out of the Box Festival showcase the global significance of the precinct and are made possible through collaboration. New opportunities to collaborate on river based events will be explored with the emergence of Queen's Wharf and Howard Smith Wharves.

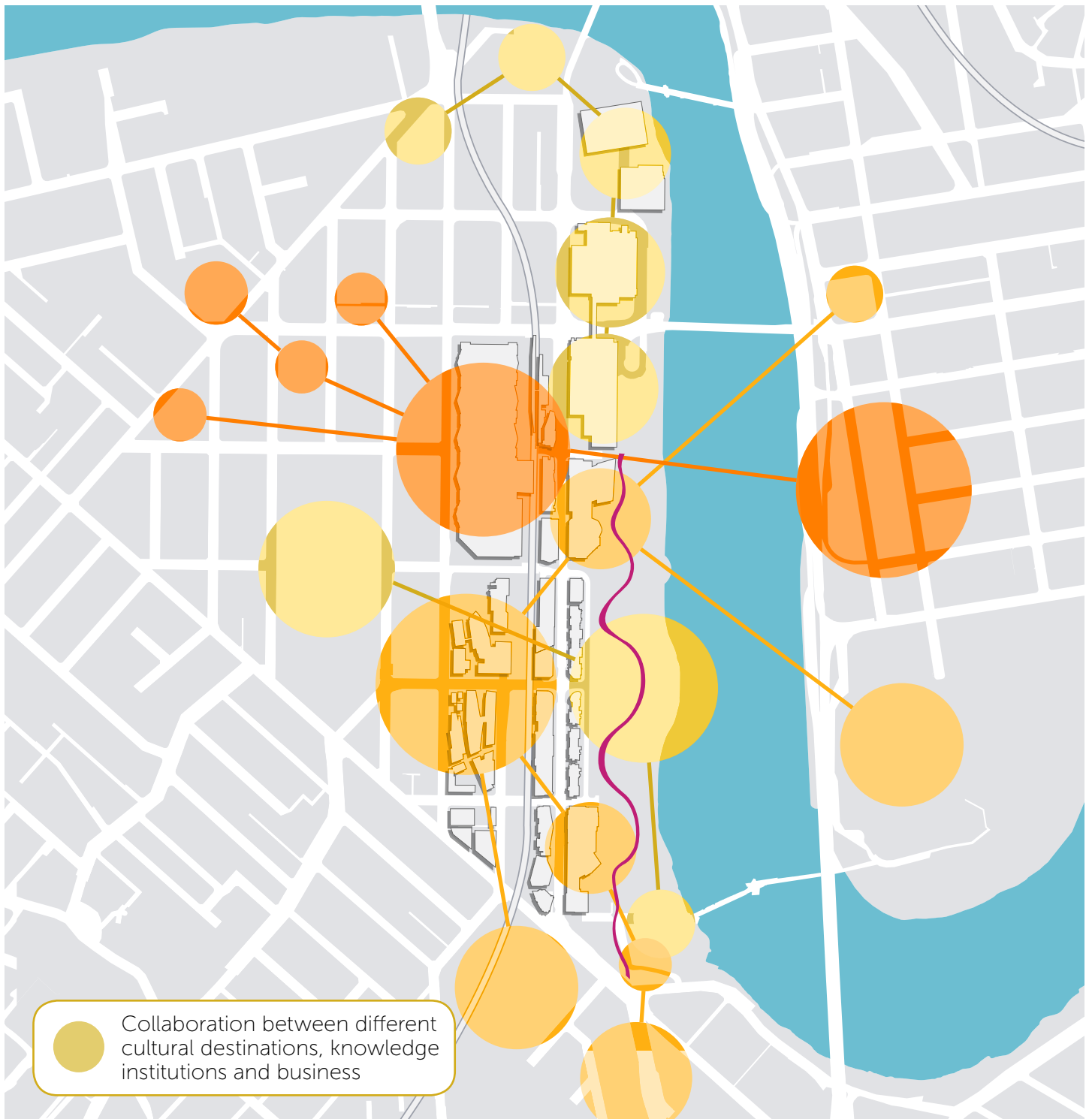


## BUSINESS LEVERAGING

SBP offers an excellent environment for creative and knowledge industries to thrive with close links to the Cultural Precinct, events and tertiary institutions as well as affordable commercial spaces to incubate small business. Kurilpa is well positioned as an innovation precinct and an ideal home to grow the digital technology hub.

## COHESIVE VISITOR EXPERIENCE

While catering to local residents and visitors, SBP needs to present a cohesive image to local and international visitors through coordinated marketing and communications activities across the precinct. A consistent wayfinding language and high quality public realm will also ensure a memorable visitor experience, encouraging people to explore, return and recommend.





# FUTURE OPPORTUNITIES

*The strategies set out in this report provide a simple and collective approach for SBP to realise its vision as a world-leading urban precinct. There are many fantastic opportunities to be explored in the future, with the following prospects being some of the best examples.*



## Kurilpa Extension

*Extend the success of South Bank into Kurilpa with new riverfront parklands and cultural facilities.*



## Cultural Heart

*Transforming this critical location from a transport corridor into a world class public space that will be the heart of the whole precinct.*



## Glenelg (Festival) Street

*Linking Musgrave Park to South Bank Parklands and the river, Glenelg Street is an ideal spine for movement, greenery and festive events.*



## Maritime Museum

*An opportunity to celebrate our maritime history and improve the tourist offer, while also delivering a new Riverwalk connection to Kangaroo Point.*



# KURILPA EXTENSION

*Kurilpa offers 1km of untapped river frontage only a short walk from South Bank and the CBD. The relocation of heavy industry will present a rare opportunity for large waterfront sites to be revitalised with a vibrant mix of parklands, cultural facilities, knowledge industries and commercial development.*





- a. The success of South Bank Parklands to be extended beyond the William Jolly Bridge with potential for around 5 ha of riverfront parkland, to be delivered through the redevelopment of major industrial sites. The extensive riverfront presents opportunities for improved public access and water-based recreation, including non-motorised craft.
- b. Kurilpa can also extend SBP's cultural offering with new facilities, such as a new Science Academy, Design Centre, Indigenous Cultural Centre, enhanced Queensland Theatre and outdoor performance spaces to activate the parklands. The river spaces and prominent bridges can also be utilised for river-focused artworks and cultural events.
- c. The repurposing of large industrial sites will allow new public connections through to the river. The railway viaduct can also be transformed into a public space for urban play and recreation.
- d. Leveraging off its proximity to BCEC, the Cultural Centre and inner-city universities, Kurilpa is perfectly positioned to become an innovation precinct and a hub for creative industries.

Indicative concept plan  
for the Kurilpa riverfront



# CULTURAL HEART

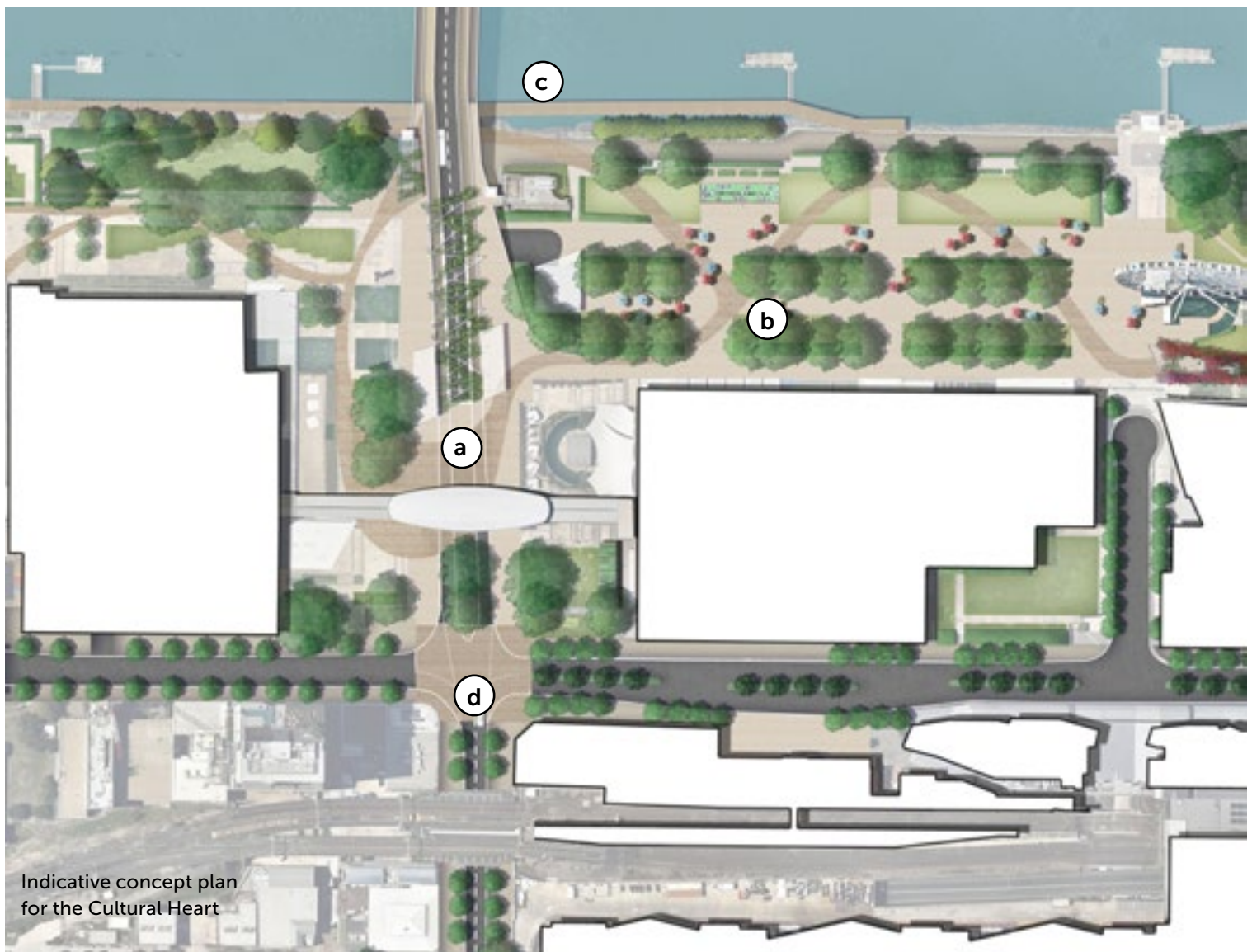
*Transforming the Cultural Centre Station area from a transport dominated barrier into a world class public space that knits the precinct together to create a cultural heart and memorable arrival experience. Consistent with the intentions of the Cultural Centre Master Plan, the underground station proposed by Brisbane Metro presents the opportunity to deliver improved connectivity and public realm at the heart of the precinct.*



Note: This is an artist's impression for a vision of the Cultural Centre and is subject to further engagement with stakeholders and approved funding.



- a. Victoria Bridge and the eastern end of Melbourne Street to be reconfigured to give improved priority to pedestrians, cyclists and transit. Undergrounding of the Metro station and removal of private vehicles and most buses will allow for wider footpaths, more generous pedestrian crossings and an enhanced public realm. Maintaining the Metro underground across the river will vastly improve this connectivity.
- b. Expand the public realm in the QPAC forecourt, and establish a new plaza space that seamlessly connects the Victoria Bridge to QPAC, and the Parklands down to the river.
- c. Establish a more generous riverfront boardwalk along this stretch of the river to celebrate South Bank's river edge and better connect the Parklands with the Cultural Precinct north of the bridge. Terracing from QAG to the river will also help deliver a more accessible and occupiable riverfront.
- d. Transform the Grey and Melbourne St intersection into a pedestrian focused plaza through the rationalisation of vehicles movements. Wider footpaths with landscaping around QPAC and QLD Museum and along Melbourne to Merivale Street will create a welcoming arrival experience and encourage pedestrian movement throughout the precinct.

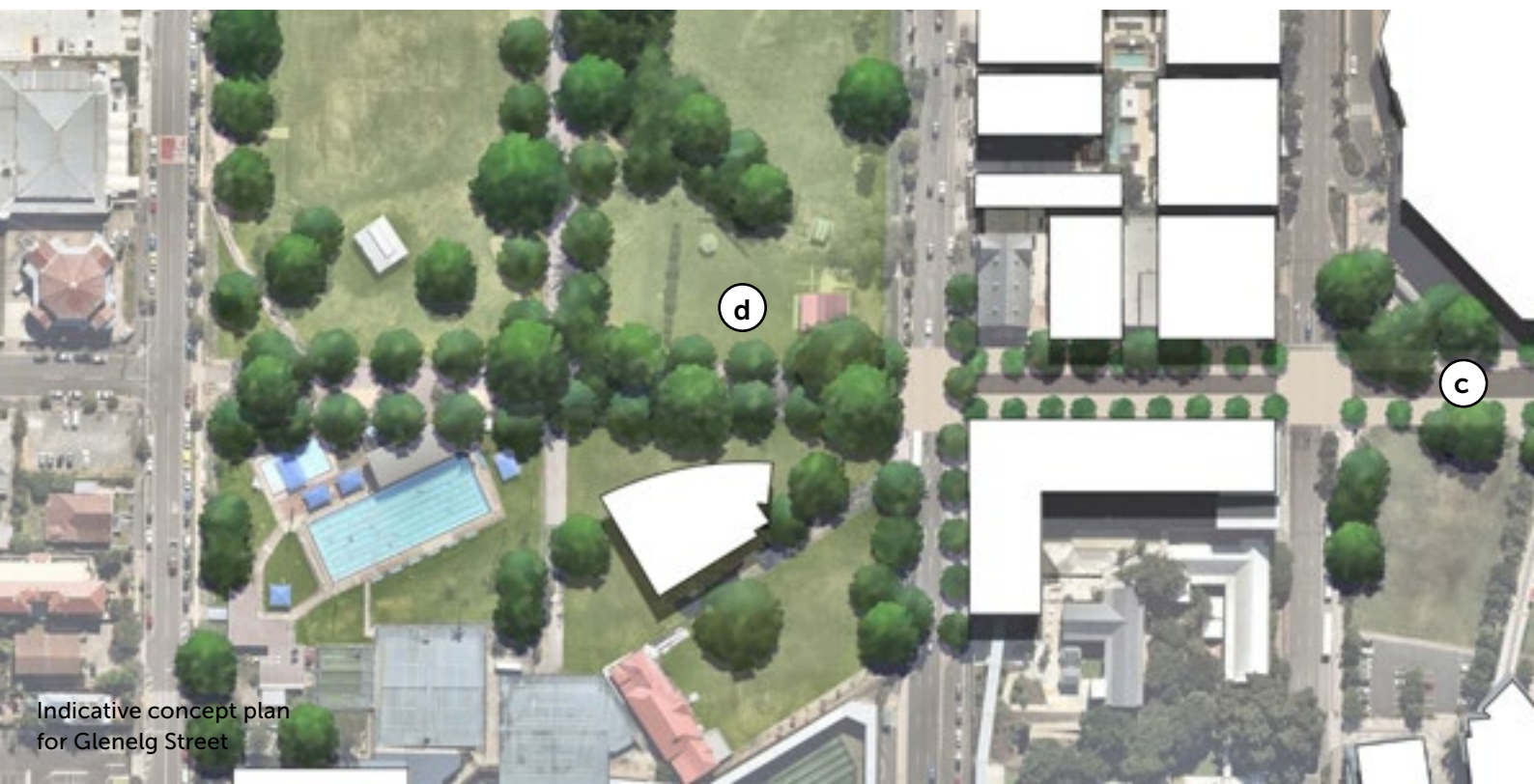


Indicative concept plan  
for the Cultural Heart

# GLENELG STREET

*Glenelg Street is a vital, yet undervalued, connection between West End and Musgrave Park to the Convention Centre, Griffith University, South Bank Parklands and the Brisbane River. With a limited traffic function, Glenelg St can be transformed into a lush pedestrian-focused street that connects together two major green spaces and celebrates the indigenous heritage of this location. This would create an ideal boulevard for festivals and community events, complemented by adjoining cultural, events and recreational facilities.*

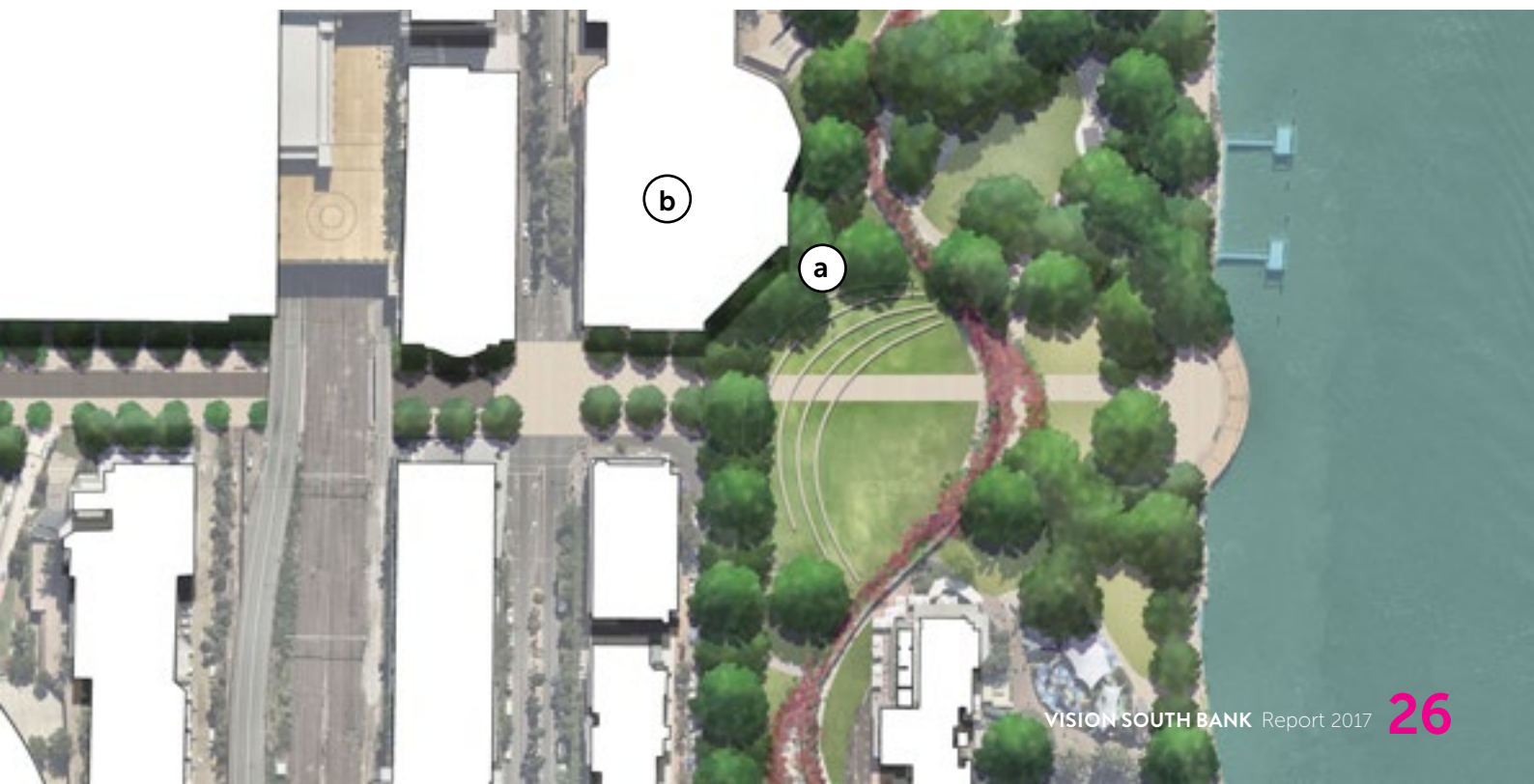
- a. Create a direct street to river connection by reimagining the piazza as a more functional space that enables a wide boulevard to extend from Glenelg St to the Parklands and riverfront.
- b. Reconfigure Griffith University facilities and spaces to better engage with Grey Street and the new Glenelg St boulevard, increasing integration with the wider precinct.







- c. Upgrade streetscapes with landscaping, creative lighting, wider footpaths and street furniture. New development to activate the streets and contribute to a generous pedestrian environment. Terminate vehicles before Merivale St to create a pedestrian-focused entry into Musgrave Park. The topography also allows potential to tunnel Merivale traffic under Glenelg Street.
- d. Enhance Musgrave Park with improved recreation facilities, events infrastructure and potential cultural facilities. Musgrave Park has particular significance to the Indigenous community and their presence in this area will be celebrated through cultural expression.



# MARITIME MUSEUM

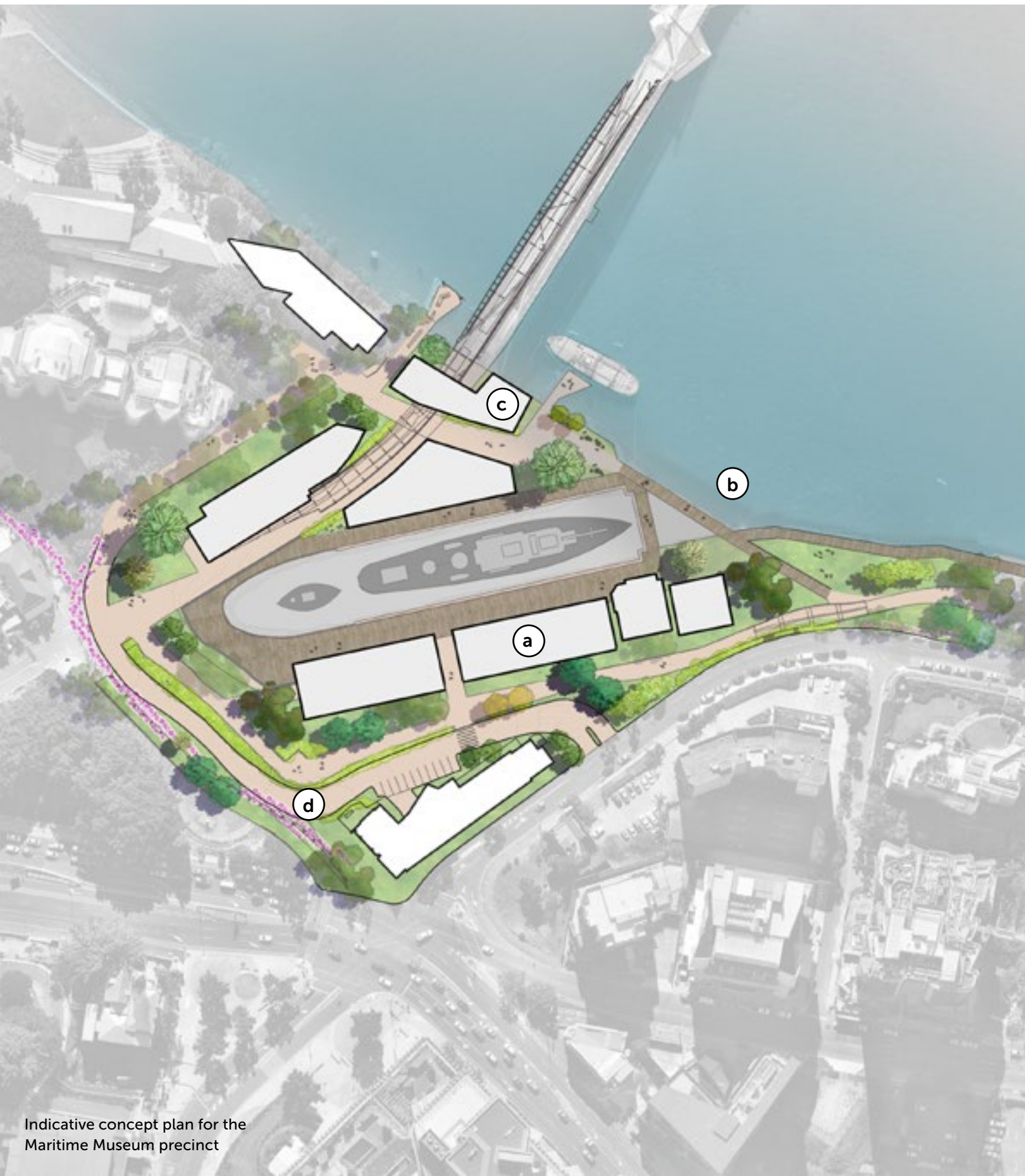
*Revitalisation of the Maritime Museum will offer an enhanced cultural destination at the southern end of the Parklands. Significant new museum and commercial spaces can be created and a new riverfront walkway connection to Kangaroo Point. The redevelopment can also provide better integration with Griffith University and the health precinct to the south.*

- a. A new museum building of up to four levels will increase the cultural offer and capacity for events and activity at the southern end of South Bank.
- b. A continuation of the riverfront walkway will provide a more direct, legible and inviting link between South Bank and Kangaroo Point. The current walk and cycle paths are narrow and indirect, leading to confusion for visitors to the precinct.





- c. New lettable space for riverfront restaurants complements and extends the vibrancy of River Quay.
- d. Enhanced landscaping, public art and pedestrian connections to the south of the precinct will present a more inviting arrival gateway for visitors.



# COMPLEMENTARY INITIATIVES



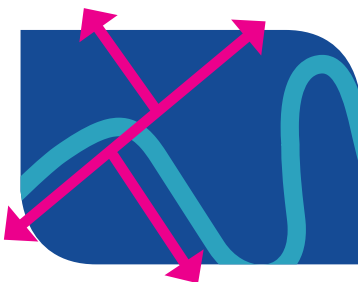
South Bank Parklands to be reinvigorated with enhanced green spaces, events facilities, intuitive wayfinding and climate responsive pedestrian shelters that connect the precinct together.

Griffith University to expand its presence in South Bank, upgrading and extending its campus to grow student numbers and introduce new faculties.



QPAC, QM, SLQ, and QAGOMA to be enhanced with new cultural facilities, upgraded public spaces and improved connectivity as outlined in the Cultural Precinct Master Plan.

BCEC to continue to enhance its offer and better integrate with its surrounds, maintaining its position as a world leading convention centre.



Brisbane Metro and improved transit services to West End will increase South Bank catchment and connectivity, while enhancing its public realm and arrival experience.

The river's edge to be activated with new CityCat terminal at Kurilpa, plus river-based artworks and river access hubs for water taxis and non-motorised craft.



Queen's Wharf Brisbane to deliver a new pedestrian bridge from the CBD that will land in the heart of the precinct and provide increased cross river connectivity.

Coordination of marketing, information and events will enhance the image of the precinct as a whole.



# A SHARED VISION

Vision South Bank is an umbrella document that sets out the collective aspirations of precinct stakeholders and guides future planning. It encourages individual stakeholders to entangle their aspirations, by preparing forward plans that are complementary to the shared Vision, so that each initiative and each investment contributes to the precinct's collective future.

Business South Bank will continue to work with key stakeholders and members to implement this vision and coordinate future activities in the precinct. Business South Bank would like to thank all those who have contributed to this Vision and who are committed to its implementation.

This document is authored by:

- Queensland Performing Arts Centre
- Griffith University
- Queensland Museum
- South Bank Corporation
- ARIA Property Group
- City Parklands
- Conrad Gargett

