



8 February 2005

North Bank Project Director
Infrastructure and Major Projects
Department of Public Works
GPO Box 2457
Brisbane QLD 4001

By facsimile: (07) 3224 5533

Dear Sir/Madam

The South Bank Business Association (SBBA) is pleased to offer its comments on the North Bank Strategic Master Plan as part of the State Government's formal consultation process.

The SBBA is an independent body formed in 1999 and represents the interest of businesses in the South Bank precinct. The Precinct covers the area from the Mater Hospital, as far as Musgrave Park and along the rivers edge to the William Jolly Bridge. The South Bank area is Brisbane's prime leisure, recreation, entertainment and educational precinct.

The SBBA has close to 80 members and is represented by all key organisations in the South Bank precinct including Auscorp, BCEC, Mater Foundation, Mirvac, Publicis Mojo, Griffith University, Queensland Art Gallery, Queensland Performing Arts Centre, Queensland Museum, Rydges, Saville, South Bank Cinemas, South Bank Corporation, South Bank Institute, State Library, Stocklands, and Thiess.

The SBBA considers the North Bank site an integral part of the city of the Brisbane CBD and with its close proximity to South Bank believe that the development of the North Bank must take a whole of city approach to planning.

Overview

It would seem that planning for North Bank has been undertaken in isolation from other City developments including those of the South Bank precinct. It is imperative that there is a coordinated approach with the South Bank precinct so as to fully utilise this stretch of the Brisbane River. Moreover, there are currently no plans for incorporation of the Victoria Bridge in the proposal, a crucial link between the North and South of the City.

The SBBA recommends the plan be reviewed and broadened, based on:

- Its context within the CBD
- Its context within the South Bank precinct
- Its commercial viability
- The implementation process

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Context to the CBD and South Bank

The plan currently places buildings along the western side of the freeway, creating a low-level wall and a freeway "canyon" separating this development from the inner city rather than having a connection with the City.

The development needs to embrace the freeway, as well as its neighbours across the Brisbane River at South Bank. The plans outlook to and from South Bank, is disappointing and should be further explored.

Commercial Viability

It is important for the State that the North Bank development is financially viable. Based on information provided it would seem that the proposed development is somewhat staid and uninspiring and the community's response to it lacks enthusiasm.

Implementation Process

Project implementation should be undertaken by a dedicated development authority, with a major focus on this area.

The SBBA suggests a body with a successful track record of master plan development such as the South Bank Corporation be appointed to deliver the North Bank master plan.

The Corporation could also help to develop a close cohesion between South Bank and the North Bank development helping to ensure a whole of city approach to planning and development in Brisbane.

Summary

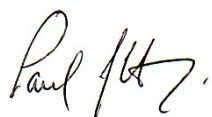
The SBBA encourages the government to formulate an exciting and viable North Bank project that the people of Brisbane and Queensland can enjoy and be proud of. However it is the view of the Association that the current master plan will not deliver this outcome.

Further to this the appointment of a development authority to assist with the formulation and implementation of the eventual master plan, in close consultation with the ultimate manager/owner, is required.

The Association also seeks to have an ongoing voice in the master plan development and requests to be included in the consultation process as a key stakeholder.

Thank you for the opportunity to respond to the master plan.

Kind regards



Paul Hey
Board Member and Chair of the Government Committee

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