

28 February 2005



Draft Regional Plan Feedback
Office of Urban Management
Reply Paid 31
BRISBANE ALBERT STREET BC QLD 4002

To whom it may concern:

**RE: SOUTH BANK BUSINESS ASSOCIATION – COMMENT ON THE
DRAFT SOUTH EAST QUEENSLAND REGIONAL PLAN**

Congratulations on introducing a plan that is essential to guide the future growth of South East Queensland. We have reviewed the plan and are strongly supportive of its intent and structure, the underlining goal of the plan being more efficient utilisation of land and greater clarity in development rights.

The regional plan has taken the position that South East Queensland cannot continue at the current rate of land consumption through development of greenfield sites at low densities. The plan's primary desired outcomes are increased densities of new subdivision and selected existing urban centres where access to services and facilities are high to preserve regional green space.

We wish to make a number of comments / recommendations we believe would strengthen the plan for adoption. Accordingly we hereby make a submission with respect to the South East Queensland Regional Plan under section 2.5A.14 of the *Integrated Planning Act 1997*.

Background

The South Bank Business Association is the peak organisation acting on behalf of the diverse range of businesses, institutions and organisations operating in the 'South Bank Precinct', extending from South Brisbane to Woolloongabba and parts of the West End and Kangaroo Point.

Our constituency includes cafés, restaurants, retail, businesses, accommodation and other service and manufacturing industries, and cultural, educational and community facilities in the area. The diverse group of entities that make up the South Business Association come together to create a unique sense of place and provide a range of goods and services of State-wide and indeed international significance.

SOUTH BANK BUSINESS ASSOCIATION
PO Box 2001
South Bank Qld 4101
Telephone: (07) 3867 2038 Facsimile: (07) 3844 9436
Email: sbba@south-bank.net.au ABN 28 285 012 048

South Bank
always creating

The redevelopment of South Bank for Expo 88 is widely acknowledged as the 'coming of age' for greater Brisbane as it made the transition from a large town into a cosmopolitan city. This can also be noted as the time in which Brisbane began to experience extraordinary immigration from New South Wales and Victoria, which has fuelled the economic and population boom.

The 'South Bank Precinct' caters for large numbers of interstate and international tourists every year as a primary destination and place of interest in Brisbane.

URBAN FORM

The Plan's Urban Footprint is based on a multi-centre structure retaining Brisbane CBD as the 'Primary Activity Centre'. Greater acknowledgement is warranted within the Plan of the 'South Bank Precinct's' status as the cultural centre of the State and leisure and recreation heart of SEQ and as a key component of the CBD. The 'South Bank Precinct's' unique role and "people generating" capacity has a significant impact on both the public and private transport systems and this needs to be recognised if these issues are to be addressed through urban form and density policies.

Map 8: Urban form – Greater Brisbane and Western Corridor should be amended to identify the 'South Bank Precinct' as a key part of the CBD, facilitating different types of uses and needs than that of North of the river.

This would require the insertion of a new section under the Primary Activity Centre heading on page 34 to expand this Primary Activity Centre across to include the 'South Bank Precinct', whilst acknowledging the Brisbane CBD and the 'South Bank Precinct' as having distinct identities. We recommend an alternative section as follows:

Primary Activity Centre

The Brisbane CBD and the 'South Bank Precinct' make up the region's 'Primary Activity Centre' as they accommodate the largest and most diverse concentration of activities, uses and development, and serve as a catchment of prime regional significance.

The Brisbane CBD is the key focus of government administration; and higher order retail, commercial, and specialised personal and professional services. The 'South Bank Precinct' is the cultural, entertainment and recreational heart of the city, which accommodates venues for the arts and knowledge industries, open space, a diverse range of restaurants and cafés, businesses including service and manufacturing industry, residential, and number of significant health, education and community facilities of State and National significance.

The 'Primary Activity Precinct' has the highest employment depth, mix and density in the metropolitan area, and supports a significant in-centre residential population. It is also a major trip generator and attracter, and is the focus of the regional public transport system.

POTENTIAL TRANSIT ORIENTED DEVELOPMENTS

Map 9: Potential Transit Oriented Developments identifies South Bank and Woolloongabba as potential transit oriented development sites. We suggest that this map be amended to reflect the unmatched level of public transport service provision in the 'South Bank Precinct' by including the South Bank rail and bus stations as a potential 'Transit Orientated Development site', reflecting recent and proposed projects in this part of the 'South Bank Precinct', and encouraging the redevelopment of major manufacturing industries here.

The 'South Bank Precinct' represents an obvious place for increased densities by way of transit oriented developments as it is serviced by the busway, train stations, ferry/city cat, major bike paths and pedestrian oriented domains.

Additionally the Brisbane City Council Trans Apex proposal in its current form will have significant implications for the area. Accordingly there is expected to be an acceleration in development in the area. Higher density development will encourage dirty and noisy manufacturing industries to relocate and redevelop.

This should be acknowledged by increasing the indicative locations of the transit oriented development to extend to all forms of public transport. There should be a greater emphasis on the ferry network, as the current plan fails to emphasise the importance of the river to the inner city areas and its potential to develop and grow its economic, tourist, recreational and transport values.

The regional plan identifies that the ferry services should be extended and improved. The integration of the river with the city should be given greater emphasis. There has been a noticeable increase in the usage of the river and re-orientation of development towards the river over the past decade.

A major feature of the 'South Bank Precinct' is the location of large areas of public foreshore with public and community facilities accessible by ferry services. This should be encouraged to grow as a means of transport as it is an efficient, reliable (i.e. no track work, road work or on-going maintenance) and relatively low cost means to increasing the capacity and provision of public transport services.

ECONOMIC ACTIVITY

The economic activity section fails to strongly identify the importance of the 'South Bank Precinct' on the Regional economy. The 'South Bank Precinct' represents a major economic resource for Brisbane including commercial and retail activities as well as the large institutional and public facilities that attract international visitors and students.

Map 10 – Economic Activity fails to identify any of the major facilities on the south side of the river. A knowledge hub should be included on this map identifying major educational and research facilities in the area, including;

- Southbank Institute;
- Griffith University, Queensland College of Art and Queensland Conservatorium;
- Queensland Museum
- State Library of Queensland
- Numerous secondary schools including State High, Somerville House and St Laurence's College
- QUT accessed via the Goodwill Bridge

Furthermore, the economic importance of the 'South Bank Precinct' to the State of Queensland is highlighted by the International Convention Centre. Since EXPO 88 the 'South Bank Precinct' has maintained its importance as an economic engine and this is likely to accelerate with the growth in the knowledge economy.

As with the Urban Form section, the Economic Activity section on page 49 should identify the separate functions of the CBD and the 'South Bank Precinct'.

CONCLUSION

In considering the importance of the cultural, recreational and economic land uses in the area, the high level of accessibility and the availability of developable land, the Regional Plan should identify the 'South Bank Precinct' as an area of significance. While acknowledging that the specific format of the densities will be derived by Brisbane City Council's West End Woolloongabba Local Plan, specific reference and discussion within the Regional Plan will direct the shape and form the Local Plan.

We thank you for the opportunity to respond to the Draft South East Queensland Regional Plan. We look forward to reviewing the final release of the plan.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Paul Hey', written in a cursive style.

Paul Hey
Board Member and Chair of the Government Committee