THE WOOLLOONGABBA PRIORITY DEVELOPMENT AREA (PDA) HAS BEEN DECLARED TO COORDINATE AND ENABLE URBAN REGENERATION

BRISBANE IS GROWING

By 2045, it is expected to welcome close to half a million more residents which will require more than 200,000 new homes, as well as quality new spaces and places to work and play.

Queensland also has housing affordability challenges and we need to help reduce our carbon footprint by living more sustainably.

Urban regeneration helps manage this growth by revitalising underutilised city areas, enabling new ways to enjoy urban life and support more people living closer to public transport, workplaces, entertainment districts and services.

Boosted by its central location, access to existing services and jobs, and unprecedented public transport investment, including Cross River Rail and the proposed Brisbane Metro station, Woolloongabba is experiencing its own urban regeneration.

THE WOOLLOONGABBA PLAN

EDQ has developed a proposed planning framework to guide Woolloongabba's urban regeneration. The plan builds on the area's strengths and character and will enable:

- A new Central Park, supporting community and cultural events with a proposed library / community hub
- Increased housing supply, choice and quality. Allowing more height and density in appropriate locations, and 20% affordable and social housing
- Improved walking and cycling tracks making it safer to get around and access surrounding places
- Extensive urban greening through a connected network of high quality public spaces and pedestrian friendly streets
- Prosperous employment hub centred around health, innovation, events and entertainment
- Visibility of the area's First Nations and European history and culture through interpretation and adaptive reuse
- Urban design excellence and sustainability.

COMMUNITY INSIGHTS

Almost 70% of people who participated in our community priorities study felt that urban regeneration of Woolloongabba was very important or absolutely essential for Brisbane's future.

DID YOU KNOW?

Due to Cross River Rail, Woolloongabba will soon be just a three-minute train ride from the CBD.

WOOLLOONGABBA PRIORITY DEVELOPMENT AREA

Priority Development Areas (PDAs) are applied to parcels of land within Queensland, identified for land development to deliver significant benefits to the community.

The Woolloongabba PDA was declared in response to a range of urban regeneration opportunities such as:

- Major public transport investment in Cross River Rail, the Kangaroo Point Green Bridge and the proposed Woolloongabba Brisbane Metro station
- Alignment with other State priorities, such as affordable and social housing provision, high-value job creation, and improved amenity for community enjoyment
- Potential for greater planning cohesion and integration, connecting significant precincts to the city and major destinations
- Revitalising underutilised inner-city areas to support more people living closer to public transport, workplaces, entertainment districts and services.

The proposed planning framework includes:

Proposed Development Scheme (The Woolloongabba Plan) – a regulatory document designed to control land use and infrastructure planning:

- Establishes the development intent for a PDA and sets the planning policy against which future development applications are assessed
- Provides a framework to coordinate development activities

Draft Public Realm guideline – supports the public realm outcomes outlined in the development scheme, including the public open space network and green streets.

DID YOU KNOW?

HOW QUICKLY WILL THE PDA DEVELOP?

The Woolloongabba Plan is a long-term planning document to guide the PDA's growth over the next 40 years.

Conceptual only – not final
Image source: Cross River Rail Delivery Authority

COMMUNITY PRIORITIES

EDQ ENGAGED STUDIO THI TO UNDERTAKE A COMMUNITY PRIORITIES STUDY TO UNDERSTAND WOOLLOONGABBA COMMUNITY'S VIEWS AND PRIORITIES TO HELP INFORM THE PDA.

COMMUNITY PRIORITIES	HOW THE PDA HAS RESPONDED
A more people-friendly environment	Supports the reinvigoration of well-loved places through design-led urban renewal drawing on the area's rich First Nations and European history + culture Enables new + enhanced open space + green streets for community enjoyment + active healthy urban living Best-practice design requirements centred around people (communal open space, sustainability, urban design, occupant comfort + convenience) Focus on active + public transport, not cars.
Pedestrians and cyclists are prioritised, with safer + better connections	Pedestrian + cyclist-friendly green streets (new streetscapes, improved intersection crossings) Strategic shade tree planting (shaded intersections, maximise canopy cover) New streetscape hierarchy which prioritise active transport (removal of conflict points, separated cycle ways) Better connections to existing + new open space (e.g. South Bank Parklands, Raymond + Rotary Parks) Less car parking + more pedestrian prioritisation to get people out of cars.
A diversity of affordable places to live	Affordable + social housing requirements (min 20%) Housing diversity + accessibility requirements (e.g. min 20% 3-bedroom) Encouragement of housing types in particular areas (e.g. key worker housing, retirement living) Effective housing affordability and diversity requirements to protect against gentrification.
A lush and green place with more public open space	Extensive urban greening + public realm strategy (new open space network, including Central Park, Creek to Cliffs Green Corridor, Duke Street Subtropical Spine + POPAOS) More green streets, less grey streets More ground plane for open space + urban greening (enable taller buildings to free up ground level) Vertical landscaping + green building requirements.
A vibrant cultural scene with diverse social activities and community facilities	Enable mixed-use cultural + entertainment precinct set around high-frequency public transport and co-located Central Park + Community Hub New connected + activated subtropical open space network (spaces to socialise, recreate + hold markets and events) Promotes place identity through interpretation + adaptive reuse design requirements (First Nations + European history).

WHO DID WE HEAR FROM?

500 people completed an online survey via two approaches:

- A group of 157 respondents, independently recruited to reflect Woolloongabba's mix of ages, renters, and those born overseas
- An additional 343 respondents who completed a public survey via EDQ's 'Have Your Say' page.

The combined approach of a recruited and public survey ensured the views of the area's diverse community were captured.

WHAT YOU TOLD US

"*A diverse choice of housing needs to be accommodated... the apartment stock should accommodate families and a diverse range of people of different age, background and culture.*"- **public survey respondent**

"*Make bike and foot the mode of choice so that car movement is not prioritised as it is now.*"- **public survey respondent**

COMMUNITY INSIGHTS

DIFFERENCES BY AGE / COMMUNITY

Woolloongabba's older residents (over 45 years of age) were concerned about the potential impact of taller buildings on the area's character.

Younger residents (aged between 18 to 35) expressed the importance of regeneration to deliver more affordable housing options.

READ MORE ABOUT THE COMMUNITY'S VIEWS HERE

VISION

WOOLLOONGABBA IS A VIBRANT GLOBALLY SIGNIFICANT ENTERTAINMENT PRECINCT, A CENTRE FOR HEALTH SERVICES AND AN INCLUSIVE SUSTAINABLE COMMUNITY.

Over the next 40 years, the PDA is forecast to enable 14,000 new homes, accommodating an estimated population of around 24,000 people and over 36,000 employees.

The Woolloongabba Plan aims to increase housing supply in a sustainable manner, limiting urban sprawl and transforming this underutilised part of Brisbane's inner south. The accommodation of taller buildings allows more of the ground plane to facilitate new open space.

WHAT YOU TOLD US

"*Make bike and foot the mode of choice so that car movement is not prioritised as it is now.*"- **public survey respondent**

"*Real usable green space to connect people and build community.*"- **public survey respondent**

KEY ELEMENTS

ACTIVITY NODES AND DESTINATIONS

- New urban core concentrated around major public transport infrastructure, world-class open space and the Gabba Stadium
- Health and knowledge hub anchored by existing health infrastructure is strengthened through growth in health services and complementary uses
- New walkable urban village focused around more open space, retail and hospitality offerings
- Better connections to major destinations

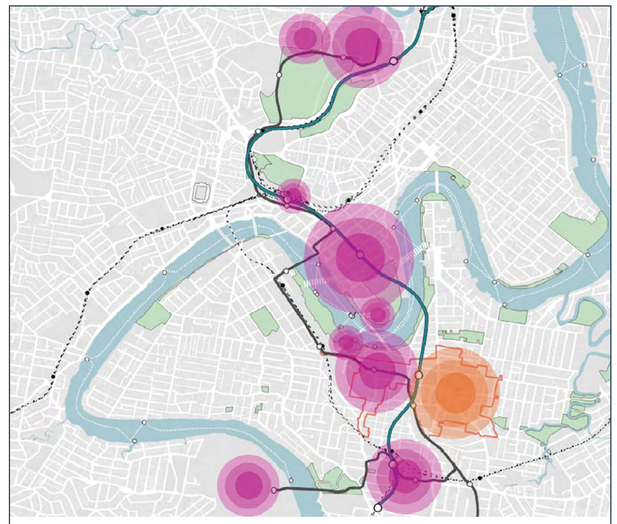
IDENTITY AND PLACE

- New and enhanced open space support public life and provide extensive urban greening
- Enhanced centres of cultural activity contribute to place identity and support public life
- Cultural journey from Kingfisher Creek to Kangaroo Point Cliffs, together with a walkable spine along Stanley Street transforms active travel and the PDA experience

CONNECTIVITY

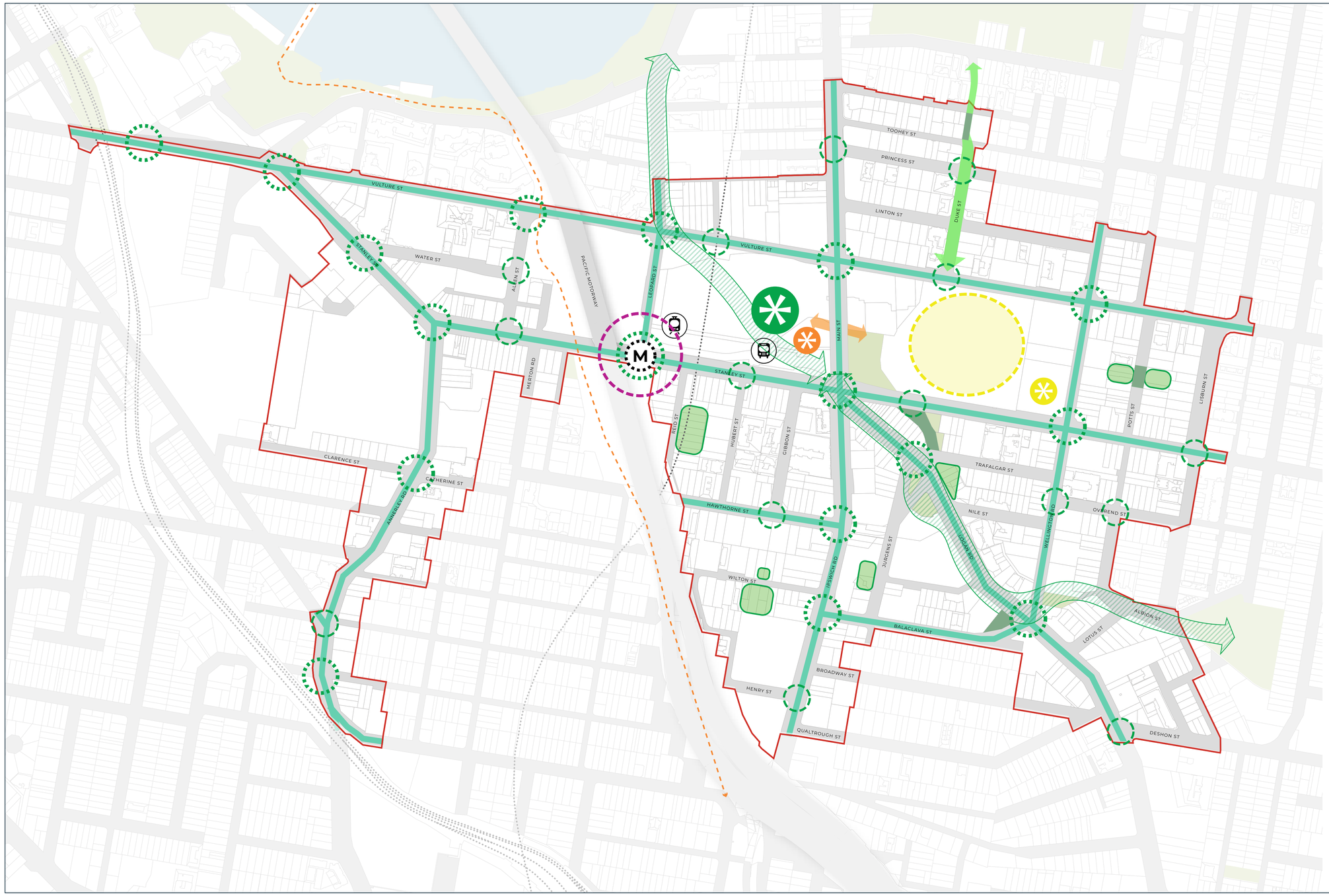
- Better connected neighbourhoods, services and major destinations via new green public realm network
- Comfortable active travel via shaded intersections and streets

HEALTH AND KNOWLEDGE ECOSYSTEM



- Strengthened health and knowledge corridor for greater Brisbane
- Greater diversity in housing supported by major public transport infrastructure and more education and employment opportunities

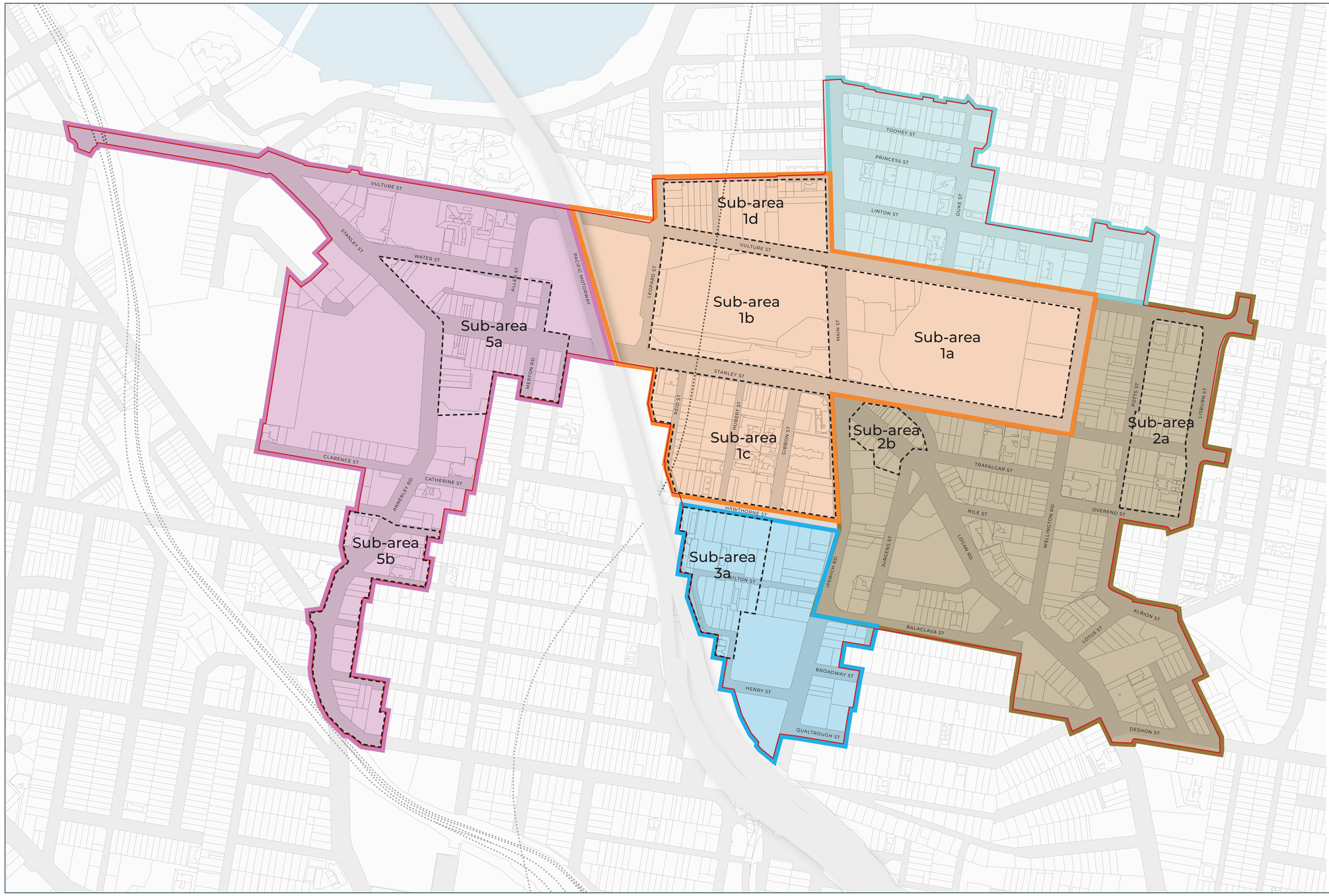
WOOLLOONGABBA PDA - STRUCTURAL ELEMENTS



LEGEND

- PDA boundary
- Rail
- Gabba stadium
- Brisbane river
- Open space (current)
- New open space
- Privately owned, publicly accessible open space (POPAOS) (indicative location)
- Creek to Cliffs Green Corridor
- Duke Street subtropical spine
- Subtropical Boulevard
- Stadium to station connection improvement
- Veloway V1
- Metro trigger area
- Shaded intersection (major)
- Shaded intersection (minor)
- Central Park/Public open space
- Community hub/Principal library
- East Brisbane State School
- Woolloongabba CRR station
- Busway station (current)
- Proposed Brisbane metro station (indicative location)

WOOLLOONGABBA PDA - PRECINCT PLAN



LEGEND

- PDA boundary
- Sub-area boundary
- Rail
- Precinct 1 Woolloongabba Core
- Precinct 2 Logan Road
- Precinct 3 Ipswich Road
- Precinct 4 Woolloongabba North
- Precinct 5 Mater Hill

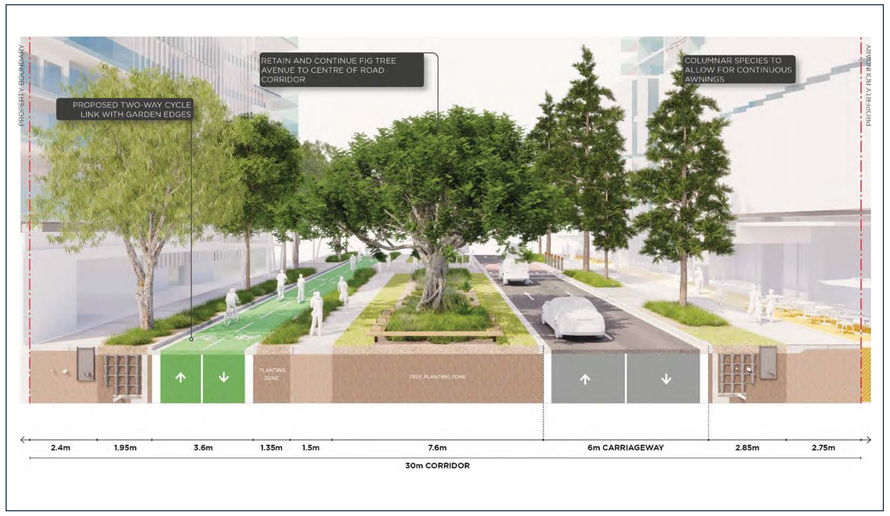
DRAFT PUBLIC REALM GUIDELINE

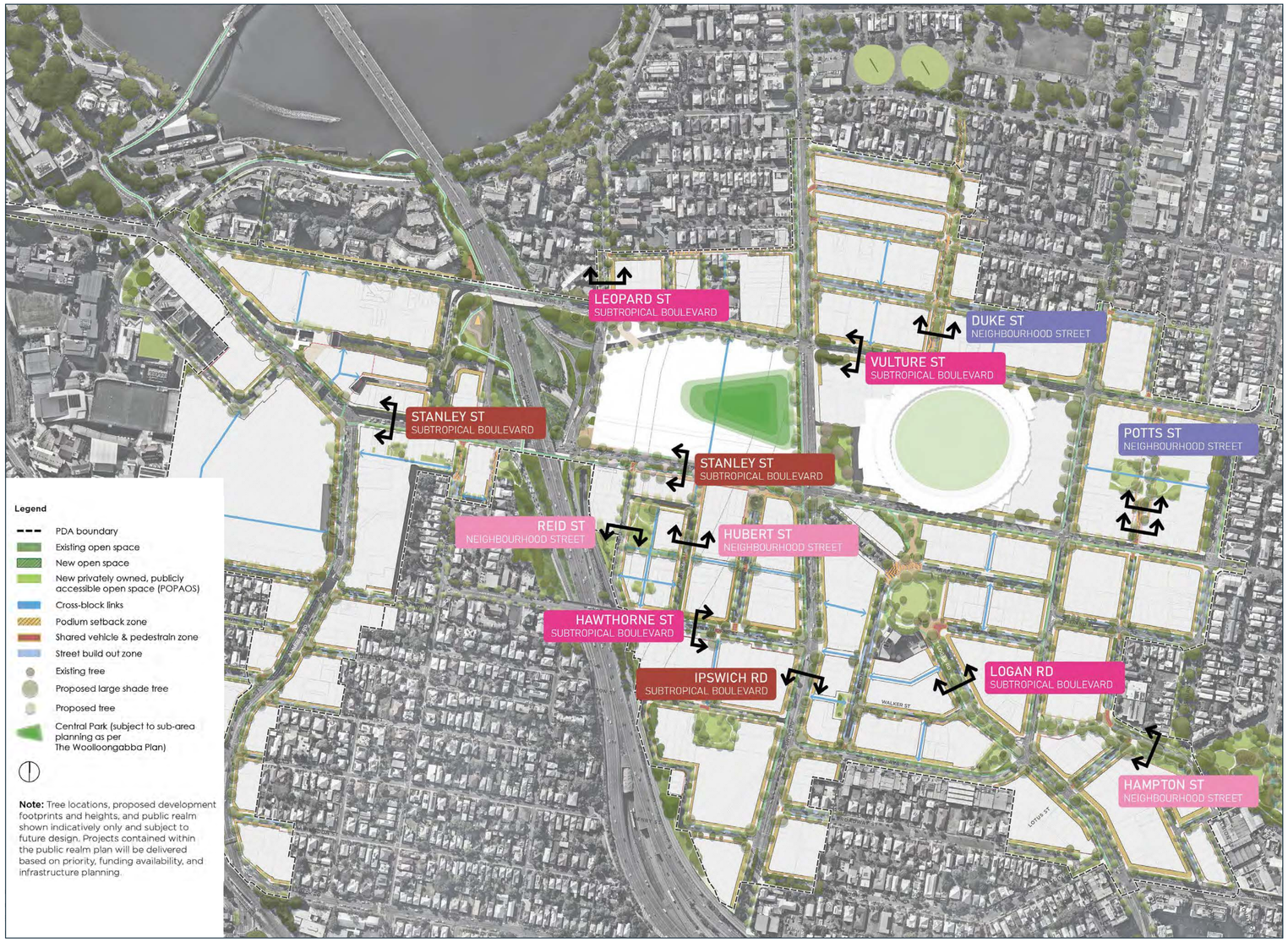
KEY OUTCOMES

- Deliver more parks and open space
- Establish a connected network of high-quality public spaces and revitalised green streets
- Promote and prioritise active travel, uplifting amenity, accessibility and pedestrian comfort
- Elevate visibility of the area's rich and distinctive First Nations and European heritage
- Exemplify sustainability and subtropical design
- Mitigate urban heat island effects.

COMMUNITY INSIGHTS

Over 70% of survey respondents were highly supportive of increasing active transport connections in and around Woolloongabba and increasing open space and greenery.





WHAT YOU TOLD US

"The current streets are not really walkable. There is no shade or street trees. It is barren and exposed. Getting the streets right with natural shade will be really important." **- public survey respondent**