



Economic Development Queensland

Creating and investing in sustainable places for Queensland to prosper



**Queensland
Government**

MAY 2024

WOOLLOONGABBA COMMUNITY PRIORITIES REPORT

**UNDERSTANDING COMMUNITY PRIORITIES FOR
WOOLLOONGABBA'S URBAN REGENERATION**



ACKNOWLEDGEMENT OF COUNTRY

Economic Development Queensland proudly acknowledges that we undertake our work on Country of First Nation Peoples — the oldest living culture in the world and the original peoples of Australia.

We pay our respects to Elders past and present, and we honour their sacred and continued cultural connections with their lands and waters.

EDQ is committed to supporting Aboriginal Peoples and Torres Strait Islander Peoples in protecting culture and Country for future generations and we rely on their deep knowledge to guide us in our vision of creating sustainable places for Queensland to prosper.

A photograph showing three women standing on a large, colorful mural of a river. The mural features a winding river with various fish and colorful bubbles. The women are looking at the mural. One woman is on the left, one in the center, and one on the right. The background shows a building with a window and a flag.

THE 60-DAY SPORT VENUE REVIEW

The community priorities study was conducted in November 2023, before the 60-day independent review of the Brisbane 2032 Olympic and Paralympic Games venue infrastructure (the 60-day Sport Venue Review).

At the time of the study, the Queensland Government had resolved to demolish and rebuild Gabba Stadium, move East Brisbane State School to Coorparoo, and repurpose the associated heritage buildings to accommodate the new stadium.

It's important to read this report with an understanding that it reflects the community's views and priorities based on the Queensland Government position in November 2023.

Since this study was completed, the 60-day Sport Venue Review has been finalised.

The Queensland Government has revised its plans for the Gabba Stadium, announcing that it will proceed with enhancing the existing facility, rather than rebuilding it. East Brisbane State School will not need to vacate its current site by the end of 2025. However, future works to the Gabba Stadium are expected to impact the school, and the government will work closely with the school community as those plans develop.

The revised plan for renovating rather than rebuilding Gabba Stadium may have altered the community's views from those recorded in this study.

EXECUTIVE SUMMARY

UNDERSTANDING COMMUNITY PRIORITIES FOR WOOLLOONGABBA'S URBAN REGENERATION

To help inform planning for the Woolloongabba Priority Development Area (PDA), Economic Development Queensland (EDQ) engaged Studio THI, an independent not-for-profit urban change management specialist, to undertake a community priorities study. The study explored community perspectives on urban change in Woolloongabba and identified priorities for future development. The following provides a summary of how the study was conducted and the insights gathered.

SNAPSHOT OF COMMUNITY PRIORITIES

We heard from 500 community members on their priorities for Woolloongabba's future and this is what they told us:

The community values Woolloongabba for its convenient location and unique identity as an inner-city neighbourhood, international sports hub and centre for health and education. They understand the importance (and challenge) of making all the different parts work well together.

At the time of this study, the Queensland Government's position was to demolish and rebuild Gabba Stadium as part of the required Brisbane 2032 Olympic and Paralympic infrastructure. While there were concerns about the Gabba Stadium's rebuild and the relocation of East Brisbane State School, the community is highly supportive of the area's urban regeneration.

Respondents viewed the regeneration as an opportunity to make the area more people-friendly, increase open space and greenery, make it easier to walk and cycle, provide more affordable and greater diversity of housing options, and promote a way of life that's good for the environment.

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.

There were mixed views on the emerging urban regeneration strategies. Strategy 1: Creating a new community focal point and destination and Strategy 2: Increasing housing diversity, choice, and quality were viewed as sensible and comfortable. Strategy 3: Increasing active transport connections and Strategy 4: Enhancing open space and greenery were seen as comfortable by both surveys, leaning towards being desirable.

The next step for the Woolloongabba PDA will be public notification of the proposed plan for the area where the community will be invited to have their say about the future planning intent.

HOW WE GATHERED COMMUNITY VIEWS AND WHO PARTICIPATED

Studio THI developed an online survey to understand:

- community awareness of major projects planned or taking place in the area including Cross River Rail, Brisbane Metro, and preparation for Brisbane 2032
- current experience of Woolloongabba as a place to live, work and visit
- priorities for urban regeneration in Woolloongabba, and
- emerging strategies shaping planning for the PDA.

IN TOTAL, 500 RESPONDENTS COMPLETED A SURVEY VIA TWO KEY APPROACHES:

- **Recruited survey:** 157 respondents were independently recruited to reflect the Woolloongabba area’s demographics including a high representation of young people (in 2021, 47% of Woolloongabba’s population was aged between 18 and 35 years), renters and people born outside Australia.
- **Public survey:** 343 respondents self-selected to complete the survey via EDQ’s Woolloongabba project website, with the opportunity promoted through EDQ’s ‘Have Your Say’ project database.

The combined approach of a recruited and public survey ensured the views of the area’s diverse community, including young people, families, and other voices which are often underrepresented in public engagement processes, were captured.

	RECRUITED SURVEY	PUBLIC SURVEY
Two approaches ensured we heard the views of different groups in the community	Recruited and incentivised through a market research agency to reflect the community’s demographics	Self-selected via EDQ’s Woolloongabba project page
Total of 500 respondents	157 recruited	343 public
Primary catchment *	119 (77%)	177 (52%)
Respondents 18-34 yrs	52%	18%
Respondents 55+ yrs	12%	26%

(*) Primary catchment, respondents living in the suburbs of Woolloongabba, East Brisbane, Kangaroo Point, South Bank/South Brisbane, and Stones Corner.





WOOLLOONGABBA TODAY

Respondents had mixed views on Woolloongabba today. Some find it disjointed, congested, and unsafe, while others see it as exciting, central, and quirky.

Overall, respondents felt that the Woolloongabba area works reasonably well for them and for their families, however, they're concerned it does not work well for those on lower incomes.

Respondents value Woolloongabba's unique identity as an inner-city neighbourhood, international sports hub and centre for health and education. They understand the importance and challenge of making all the different parts work well together.

URBAN REGENERATION IN WOOLLOONGABBA

Respondents were highly supportive of Woolloongabba's urban regeneration, with almost 70% stating that they felt the area's regeneration was very important or absolutely essential.

There was a very high awareness of the major projects planned or underway in Woolloongabba (including Cross River Rail and new open space, Brisbane Metro and Gabba Stadium rebuild). For instance, 45% of recruited respondents and 78% of public survey respondents stated they were aware of these projects.



VIEWS ON GABBA STADIUM'S REBUILD

At the time of this study, the Queensland Government's position was to demolish and rebuild Gabba Stadium as part of the required Brisbane 2032 Olympic and Paralympic infrastructure. Although the surveys did not specifically seek feedback on this decision, respondents provided comments on their views in the open comment section. Many of the stadium specific comments raised concerns regarding the rebuild including:

- Cost of stadium rebuild and a preference for money to be spent on addressing the current cost of living pressures and housing affordability challenges.
- Relocation of East Brisbane State School generally and more specifically that it was set to be relocated to a location that is not within walking distance or easily accessible by cycling.
- Loss of green space with the temporary use of Raymond Park for the Olympics and Paralympic warm-up track.

Since the completion of this study, the 60-day Sport Venue Review has been finalised and the Queensland government has revised its plans for the Gabba Stadium. It will now proceed with enhancing the existing Gabba Stadium facility, rather than rebuilding it, and community views may now differ from the feedback above.

VIEWS ON EMERGING STRATEGIES

Respondents were provided with an overview of four key strategies shaping Woolloongabba's urban regeneration. Respondents were then asked to share their views using the following scale - Unthinkable, Challenging, Sensible, Comfortable, Desirable.

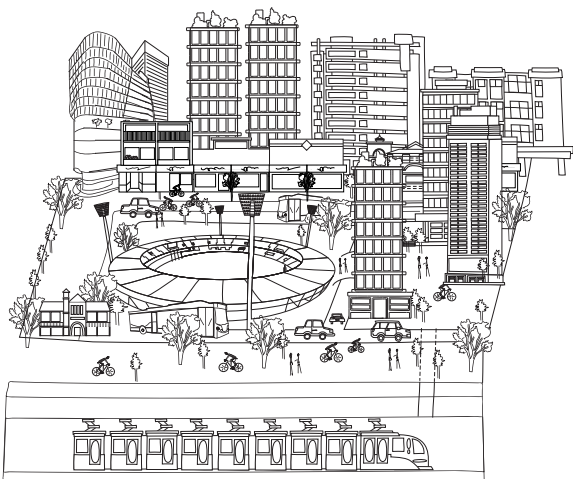
Overall respondents viewed **Strategy 1: Creating a new community focal point and destination** and **Strategy 2: Increasing housing diversity, choice, and quality** as sensible and comfortable. Notably, there were differing opinions by age, especially for people living in the primary catchment (Woolloongabba and surrounding suburbs). Older residents (over 45 years) were concerned about the potential impact of taller buildings on the area's local character. In contrast, younger residents (18 to 35 years) viewed these strategies more positively, supporting the delivery of more affordable housing options and community spaces.

Strategy 3: Increasing active transport connections and **Strategy 4: Enhancing open space and greenery** were seen as comfortable by both groups, leaning towards being desirable.



KEY STRATEGIES AND FEEDBACK

STRATEGY 1: CREATING A NEW COMMUNITY FOCAL POINT AND DESTINATION



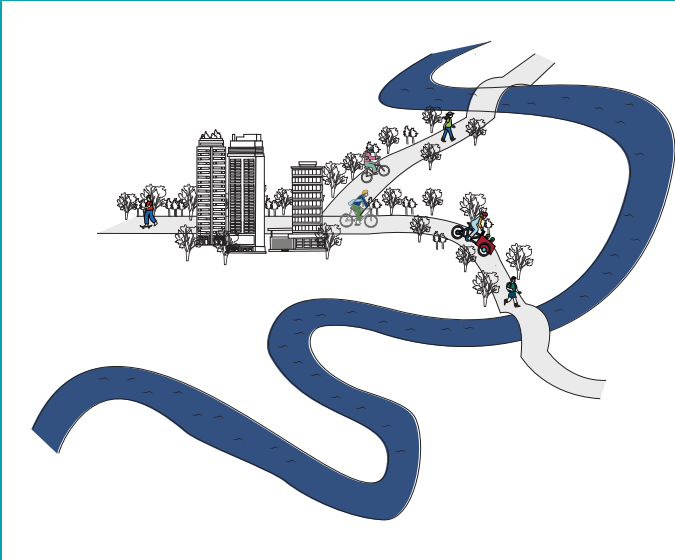
A central public space to be located above the new rail station and next to the rebuilt stadium. This strategy also included the development of high-rise mixed-use buildings within 800m walk of the new rail and bus stations.

STRATEGY 2: INCREASING HOUSING DIVERSITY, CHOICE AND QUALITY



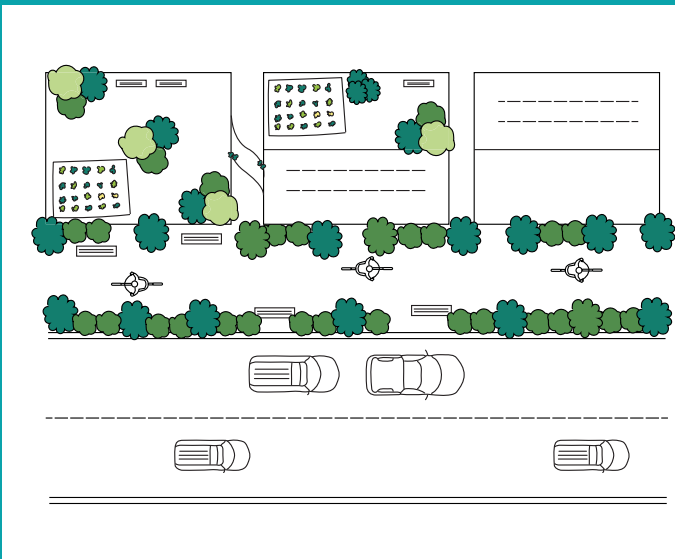
Supporting a wide variety of housing options to cater to different needs and budgets. Allowing new mixed-use and taller buildings across the area in appropriate locations.

STRATEGY 3: INCREASING ACTIVE TRANSPORT CONNECTIONS



Improving pathways for walking and cycling to encourage safer, healthier and more convenient movement around and to the suburb. Specifically, creating better connections to South Bank and the CBD.

STRATEGY 4: ENHANCING OPEN SPACE AND GREENERY



Introducing more parks and green areas, creating better connections to existing parks in the surrounding area, using streets and road reserves to bring more nature into the area.

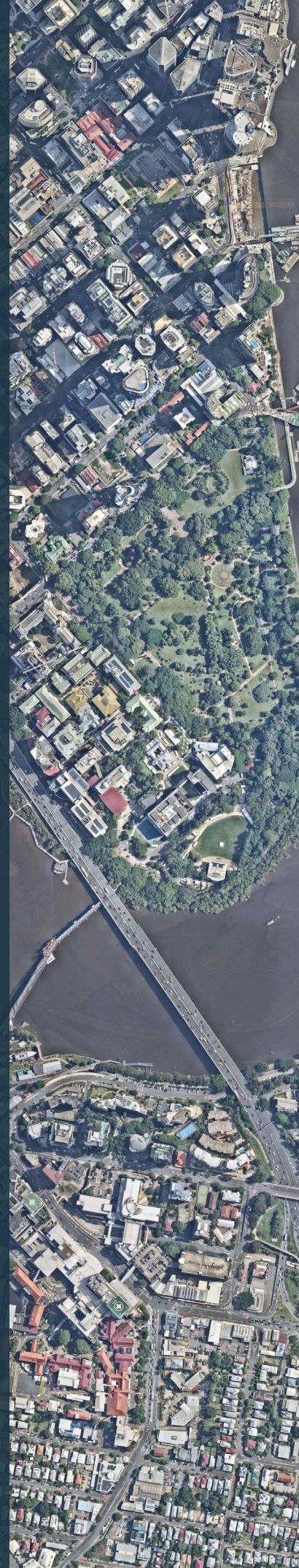
NEXT STEPS

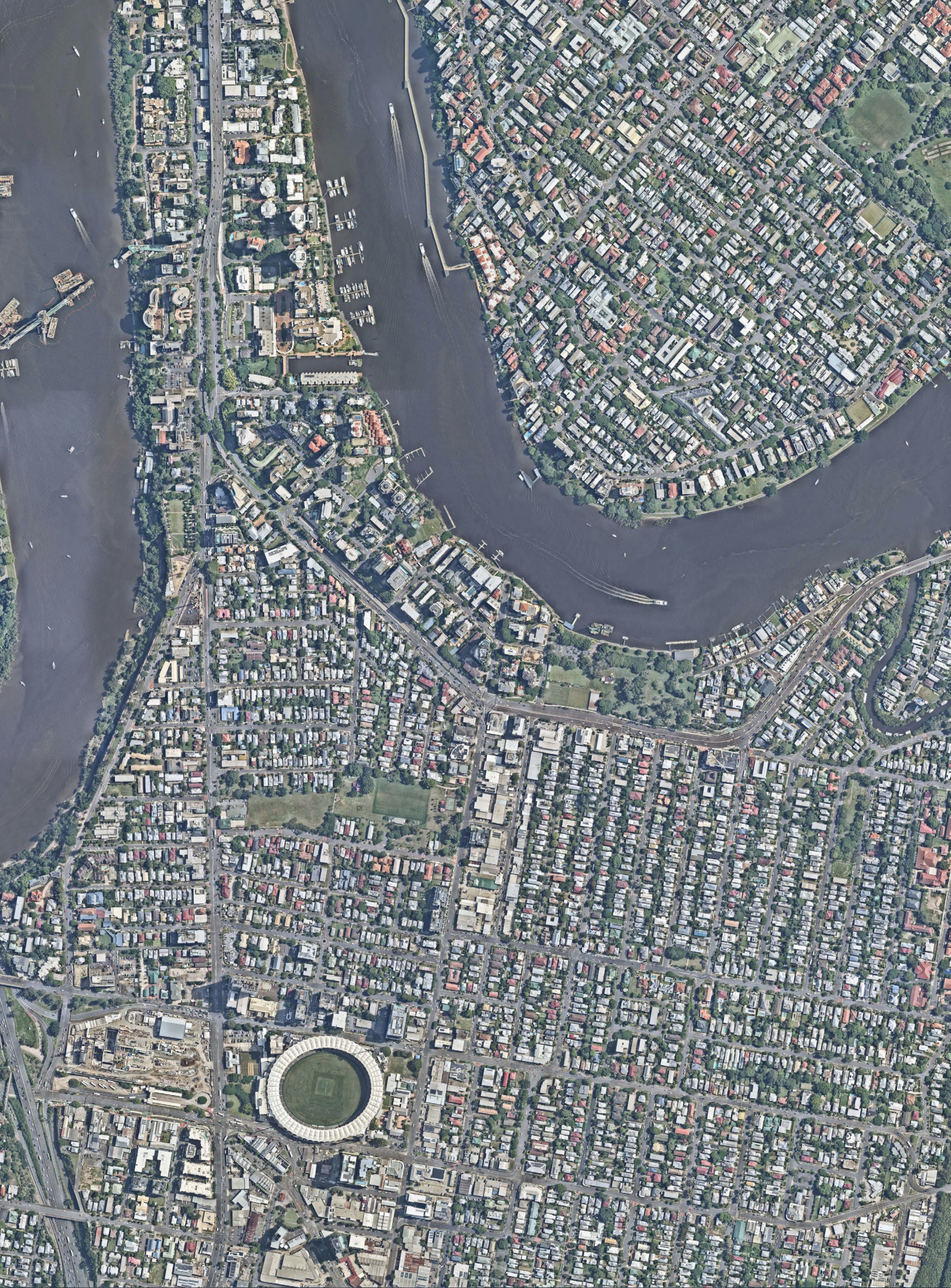
The community will be invited to have their say about the future of the planning intent for the Woolloongabba PDA.



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1.0 UNDERSTANDING COMMUNITY PRIORITIES

1.1 BACKGROUND

To help inform planning for the Woolloongabba Priority Development Area (PDA), Economic Development Queensland (EDQ) engaged, an independent not-for-profit urban change management specialist, to undertake a Community Priorities Study. The Study explored community perspectives on urban change in Woolloongabba and identified priorities for future development. The following document provides a summary of how the study was conducted and the insights gathered.

1.2 METHODOLOGY

Studio THI developed a 35-minute online survey to understand:

- community awareness of major projects planned or taking place in the area including Cross River Rail, Brisbane Metro and preparation for Brisbane 2032
- current experience of Woolloongabba as a place to live, work and visit
- priorities for urban regeneration in Woolloongabba, and
- emerging urban regeneration strategies.

The survey was distributed via two key approaches, gathering the views of 500 respondents:

RECRUITED SURVEY

157 respondents were independently recruited to reflect the Woolloongabba area's demographics, including a high representation of young people (in 2021, 47% of Woolloongabba's population was 18-35 years), renters, and people born outside Australia. In line with standard market research practices, respondents were given a small financial incentive for their participation, with this approach ensuring a respondent sample reflective of the demographics in the area.

PUBLIC SURVEY

343 respondents self-selected to complete the survey via EDQ's Woolloongabba project website, with the opportunity promoted through EDQ's 'Have Your Say' project database. The longer 35-minute survey was reduced to a 15-minute survey to better align with established expectations of public survey length (approximately 10 minutes).

WHY DID WE GATHER VIEWS THROUGH BOTH A PUBLIC AND RECRUITED SURVEY?

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

47% percent of Woolloongabba residents are aged between 18 and 35 years. Younger adults typically engage less in voluntary urban planning consultations. Renters, busy families, and people born outside Australia are also often underrepresented in these processes.

To ensure the views of the area's diverse community were captured, an independent recruitment firm was engaged to find recruited survey respondents who matched the area's demographic profile.

1.3 RESPONDENT PROFILE

The study captured the views of 500 respondents who represent a diverse range of ages and proximity to Woolloongabba.

LOCAL COMMUNITY PERSPECTIVE

It is important to capture the views of people who live within walking distance of the PDA boundary as they will be directly affected by future developments.

297 respondents (almost 60%) live in the primary catchment*, comprising 119 respondents via the recruited survey and 178 respondents via the public survey.

AGE DIVERSITY

Woolloongabba has a young community, with 47% of the population aged between 18 and 35 years in the 2021 census. It was important that the study captured views from diverse ages and that young people's voices were heard.

- 142 respondents (28%) were 18-34 years of age, including 82 recruited survey respondents and 60 public survey respondents.
- 106 respondents (21%) were 55+ years of age, with the public survey attracting 88 of those respondents.

Without the recruited survey, the views of young people would have been underrepresented, highlighting the need for the two-survey approach.

A more detailed overview of the respondents can be found in the graphs below (figures 1 and 2).

This report analyses responses by survey type (public or recruited), local community perspective (primary catchment) and age to provide a rounded view of community opinions and needs.

FIG 1 RESPONDENTS BY SURVEY TYPE AND CATCHMENT

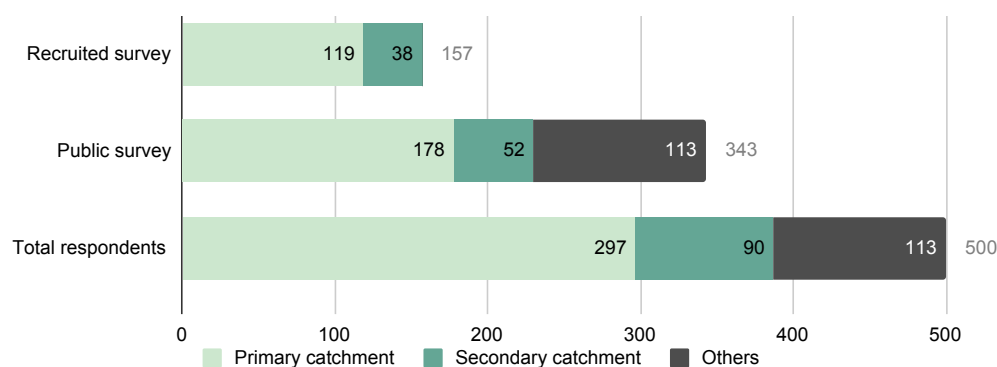
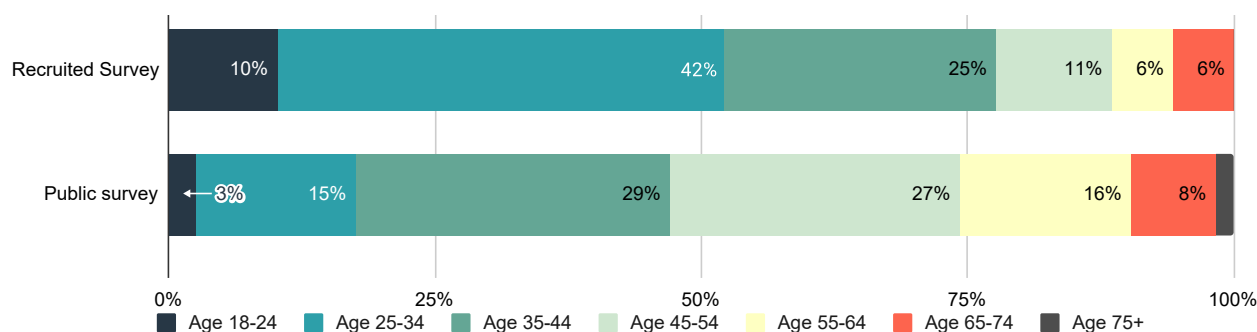


FIG 2 AGE PROFILE BY SURVEY TYPE



(* Primary catchment, respondents living in the suburbs of Woolloongabba, East Brisbane, Kangaroo Point, South Bank/South Brisbane, and Stones Corner.





HOW WELL THE AREA WORKS FOR ME AND MY FAMILY

- Only 29% of public survey respondents felt Woolloongabba met their needs very well to extremely well, while 38% felt it did not meet their needs at all or only to some extent.
- In contrast, 65% of recruited survey respondents rated Woolloongabba as meeting their needs well to extremely well, with only 35% expressing dissatisfaction.

HOW WELL THE AREA WORKS FOR OTHERS

- Respondents in both the public and recruited surveys expressed their concerns that the area does not work well for people on lower incomes.
- Notably, the public survey respondents had a higher number of respondents who *don't know* how well the area works for others, particularly older people, households with children, key workers, and people on low incomes.

FIG 5 HOW WELL WOOLLOONGABBA MEETS NEEDS - PUBLIC SURVEY

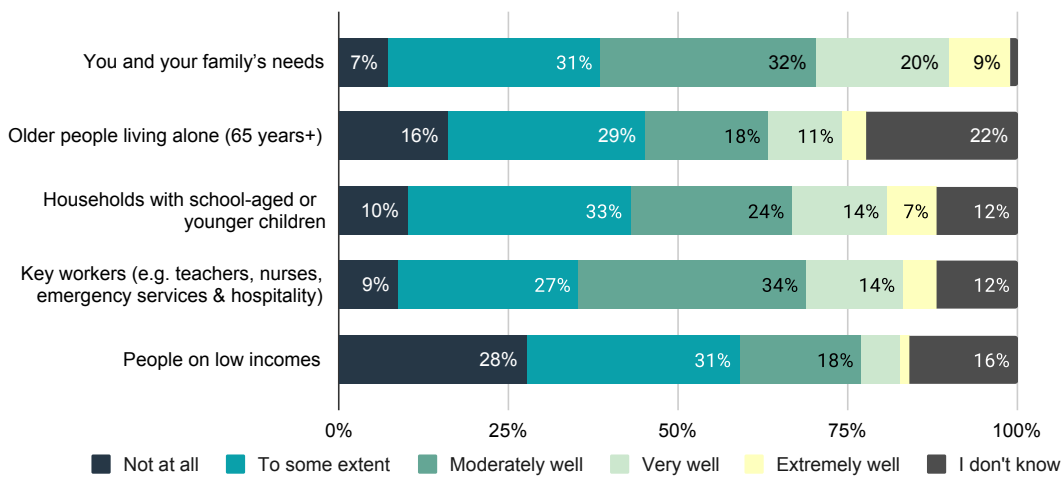
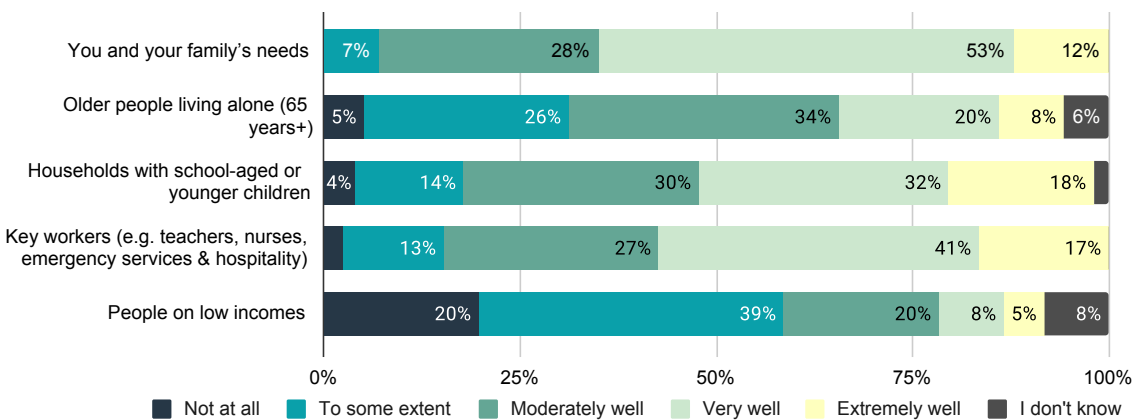


FIG 6 HOW WELL WOOLLOONGABBA MEETS NEEDS - RECRUITED SURVEY



*Key workers on average incomes (for example teachers, nurses, emergency services and hospitality workers)

2.2 URBAN REGENERATION IN WOOLLOONGABBA

When communities are aware of the what, why and how of urban regeneration, they are more likely to be able to navigate change in their area. To explore the community's views on urban regeneration in Woolloongabba, three key areas were explored in both surveys:

- views on the importance of urban regeneration in Brisbane generally and more specifically in Woolloongabba
- awareness of the major projects planned or taking place, and
- views on the challenges and opportunities of urban regeneration in Woolloongabba.

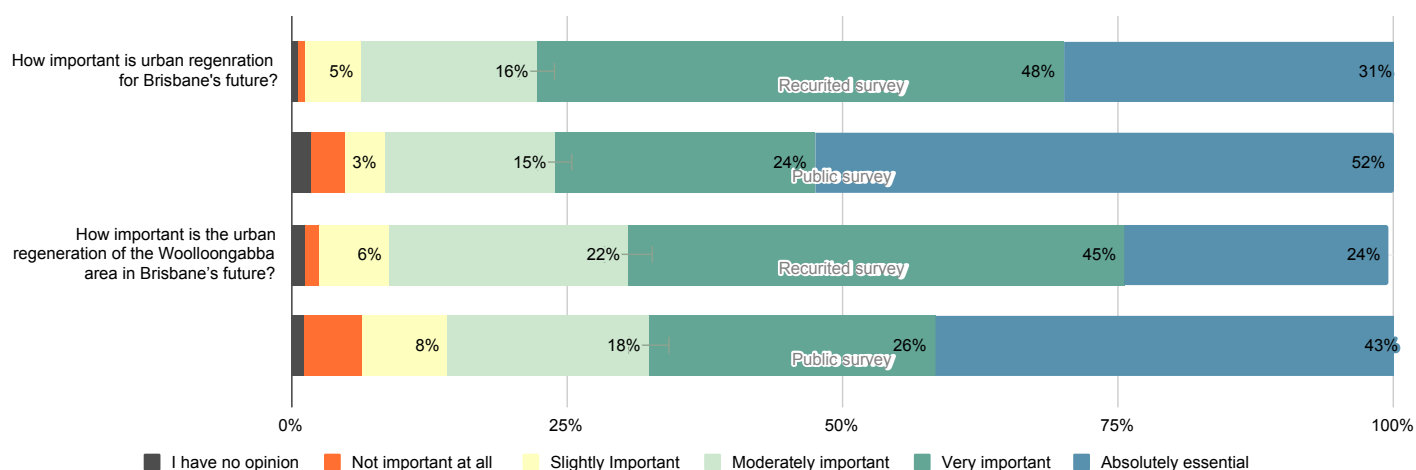
2.2.1 IMPORTANCE OF URBAN REGENERATION

Respondents were highly supportive of Woolloongabba's urban regeneration, with almost 70% of respondents stating that they feel the area's regeneration is very important or absolutely essential.

The survey gauged views on the importance of urban regeneration for Brisbane and Woolloongabba. Level of importance indicates the community's understanding of urban regeneration, its potential benefits, awareness of the opportunities and challenges, and general ambition for positive outcomes.

The findings reveal strong support for urban regeneration in Brisbane and Woolloongabba. Specifically, 79% of recruited survey respondents and 76% of the public survey respondents believed urban regeneration was crucial for Brisbane's future. Similarly, 69% of both groups considered it very important and absolutely essential for Woolloongabba's future.

FIG 7 IMPORTANCE OF URBAN REGENERATION IN BRISBANE AND WOOLLOONGABBA



2.2.2 AWARENESS OF MAJOR PROJECTS

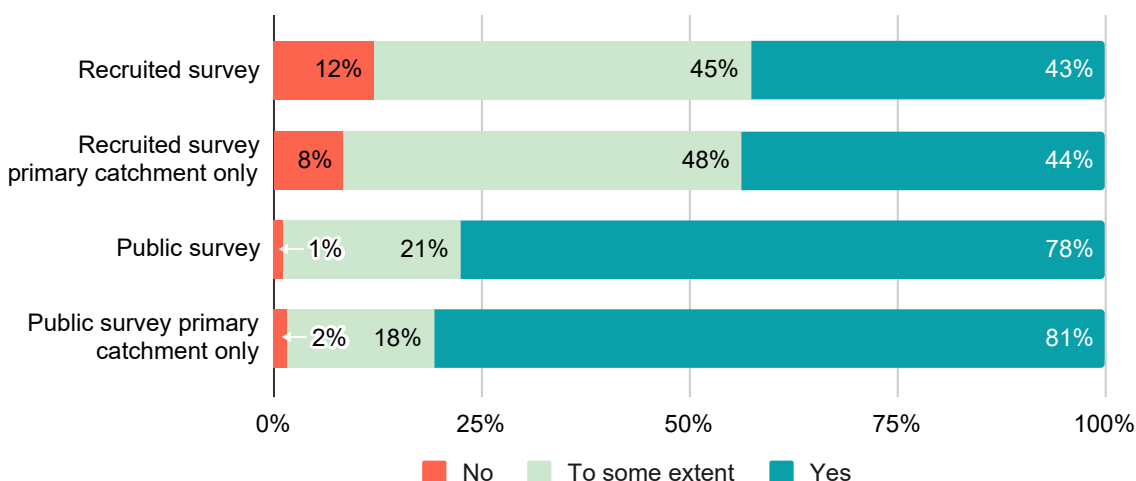
Respondents in both surveys were highly aware of the major projects planned or underway in Woolloongabba.

Respondents in both surveys were provided with an overview of the key projects planned or underway in the area, including Cross River Rail and new open space, Brisbane Metro and Gabba Stadium rebuild. They were then asked if they were aware of these projects before completing the survey.

Respondents had high awareness, with 78% of the public survey respondents and 43% of recruited survey respondents indicating they were aware of the proposed changes.

The public survey respondents' awareness was significantly higher. This is most likely because respondents were already interested in things occurring in their local area, proactively signing up to receive information on the project via the EDQ Woolloongabba website. The much lower recruited survey awareness indicates a need to raise knowledge in the general community about the major projects taking place in the area.

FIG 8 AWARENESS OF MAJOR PROJECTS IN WOOLLOONGABBA



2.2.3 REGENERATION OPPORTUNITIES AND CHALLENGES

Respondents in both surveys viewed the regeneration as an opportunity to make the area more people-friendly, increase open space and greenery, make it easier to walk and cycle, provide more affordable and greater diversity of housing options, and promote a way of life that's good for the environment.

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 (between 18 to 35 years of age) expressed the importance of regeneration to deliver more affordable housing options.

To explore views on the opportunities and challenges of urban regeneration in Woolloongabba, respondents in both surveys were requested to provide feedback via two activities:

1. Top-five priorities. Respondents were provided with a list of attributes associated with successful inner-city neighbourhoods. They were then asked to select the top five attributes they felt the urban regeneration of Woolloongabba must improve.
2. Challenges most concerning to you. Respondents were provided with a list of potential challenges of the area's urban regeneration and were asked to select the top five challenges that were most concerning to them.

The detailed results of each question can be found in Figures 9 and 10 on page 10, with the overall opportunities and challenges summarised as follows:

Opportunities respondents would like to see delivered through the area's urban regeneration include:

- improving streets and public spaces so they are more enjoyable to use
- increasing open spaces and greenery
- making it easier to walk, cycle, e-scooter and catch public transport
- boosting vibrancy by providing a mix of retail, services and education opportunities
- providing a diversity of places to live.

Public survey respondents also would like to see the regeneration support a more sustainable lifestyle and celebrate Aboriginal and Torres Strait Islander culture and heritage.

Challenges respondents would like to see addressed through the area's regeneration include:

- Potential gentrification of the area, with concerns that the area's regeneration could displace existing communities and that new homes would not be affordable to people on average or low incomes, this was of particular concern to younger respondents (18-34 years)
- Fears people will not use public or active transport and there will be increased traffic and parking issues
- The potential for taller buildings to detract from the area's character.



FIG 9 TOP-FIVE PRIORITIES BY SURVEY

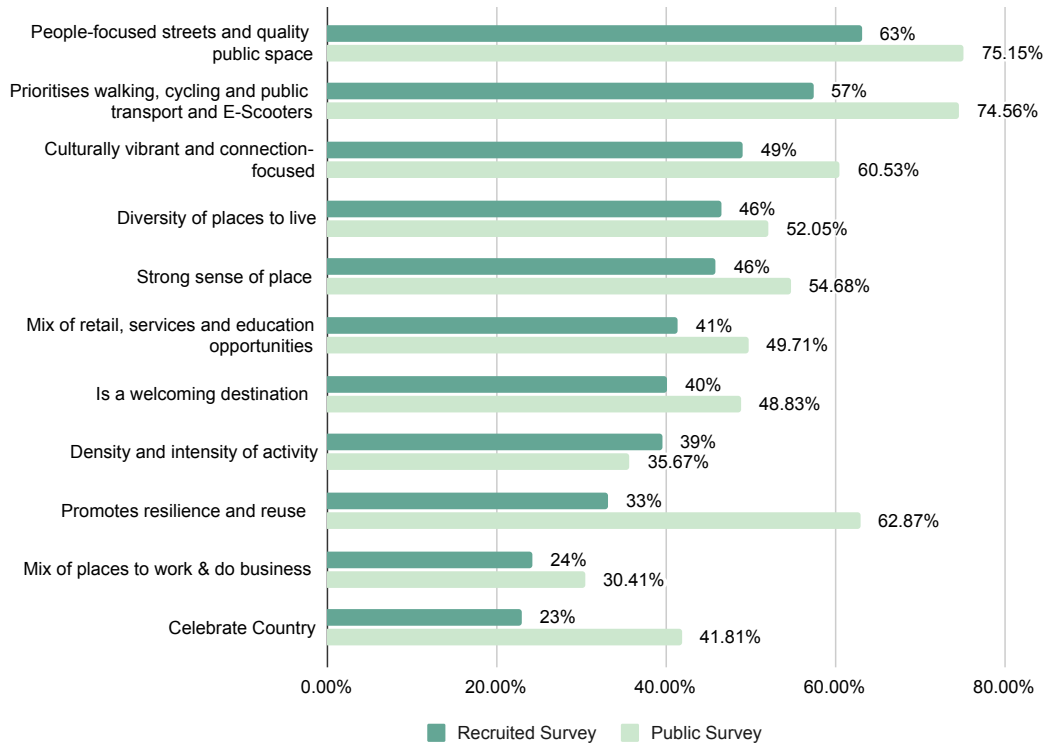
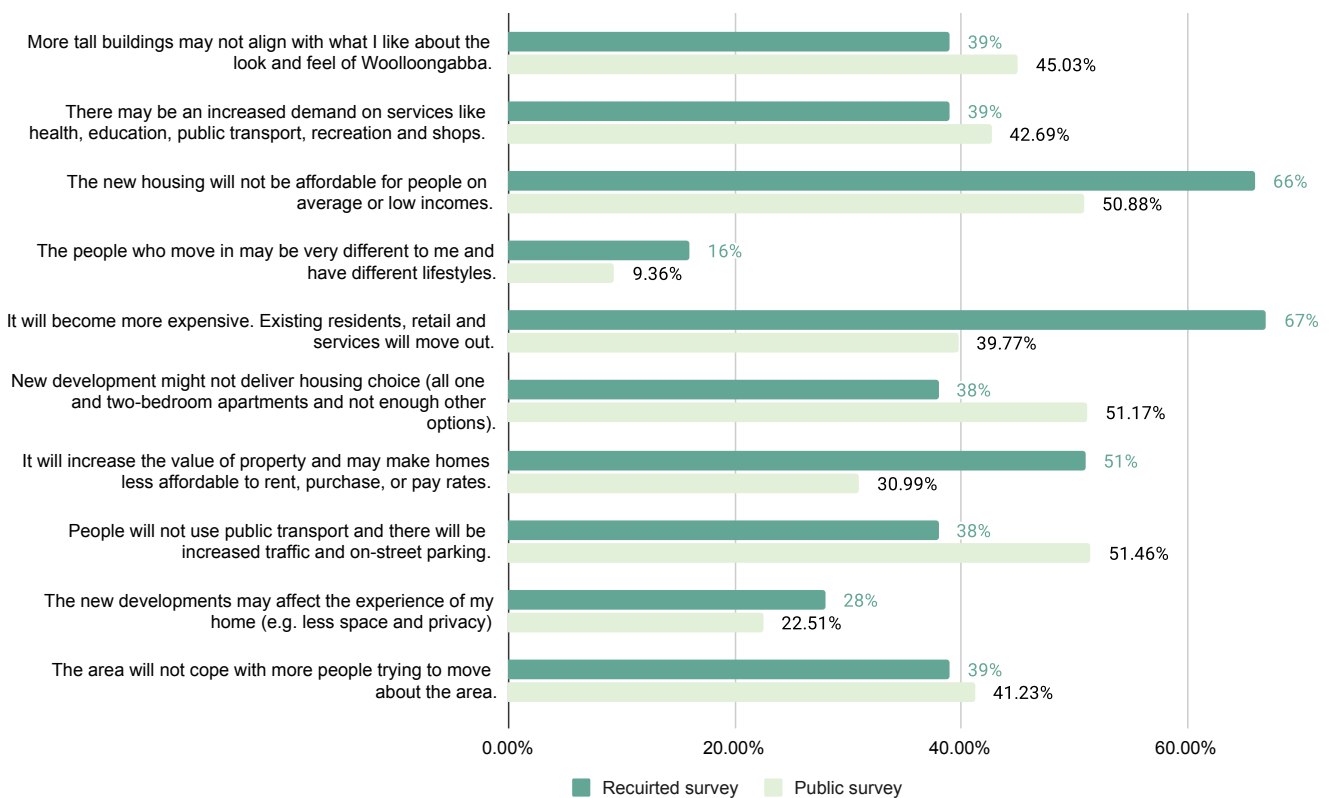


FIG 10 CHALLENGES OF MOST CONCERN TO YOU BY SURVEY





2.3 URBAN REGENERATION STRATEGIES

Respondents were provided with an overview of four emerging urban regeneration strategies. Respondents were then asked to share their views on each strategy using the following options:

- **Unthinkable** – I can not image this type of urban change
- **Challenging** – I find it difficult to imagine this type of change
- **Sensible** – I have some concerns about this type of change, but I think the approach makes sense
- **Comfortable** – I feel relatively comfortable with this type of change, and
- **Desirable** – I would like to see this type of urban change.

The strategies were:

- creating a new community focal point and destination
- increasing housing diversity, choice, and quality
- increasing active transport connections, and
- enhancing open space and greenery.

The following section of this report provides an overview of each strategy and a summary of respondent feedback.



2.3.1 STRATEGY 1 CREATING A NEW COMMUNITY FOCAL POINT AND DESTINATION.

Overall respondents viewed Strategy 1 as *sensible* and *comfortable*.

More respondents in both the public and recruited surveys had a positive response.

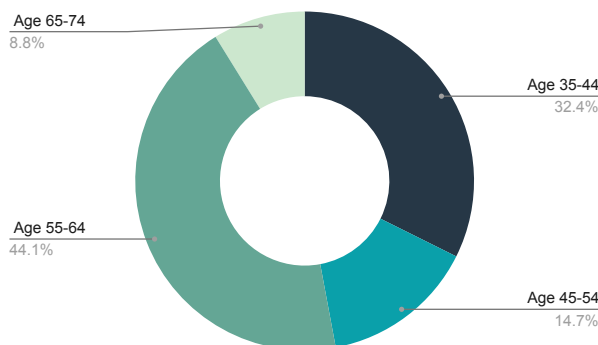
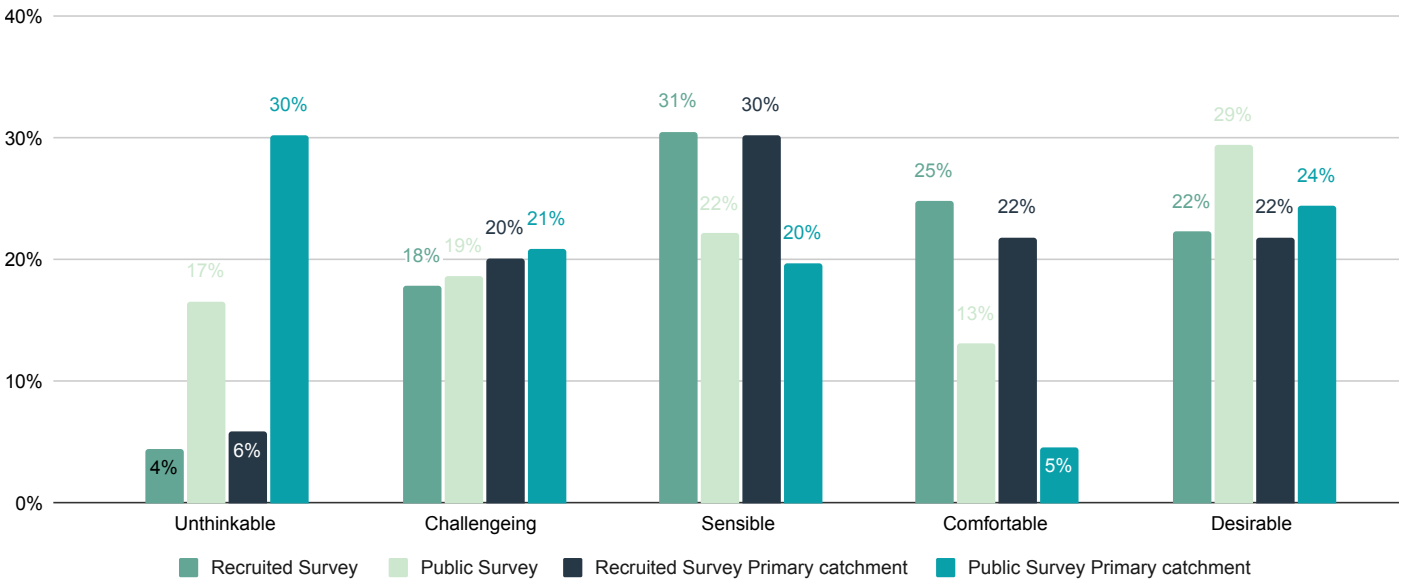
- 42% of the public survey respondents and 47% of the recruited respondents identified this strategy as *comfortable* or *desirable*.
- 36% of the public survey and 22% of the recruited respondents identified it as *unthinkable* or *challenging*.

There were differing opinions by age, especially for people living in the primary catchment (Woolloongabba and surrounding suburbs).

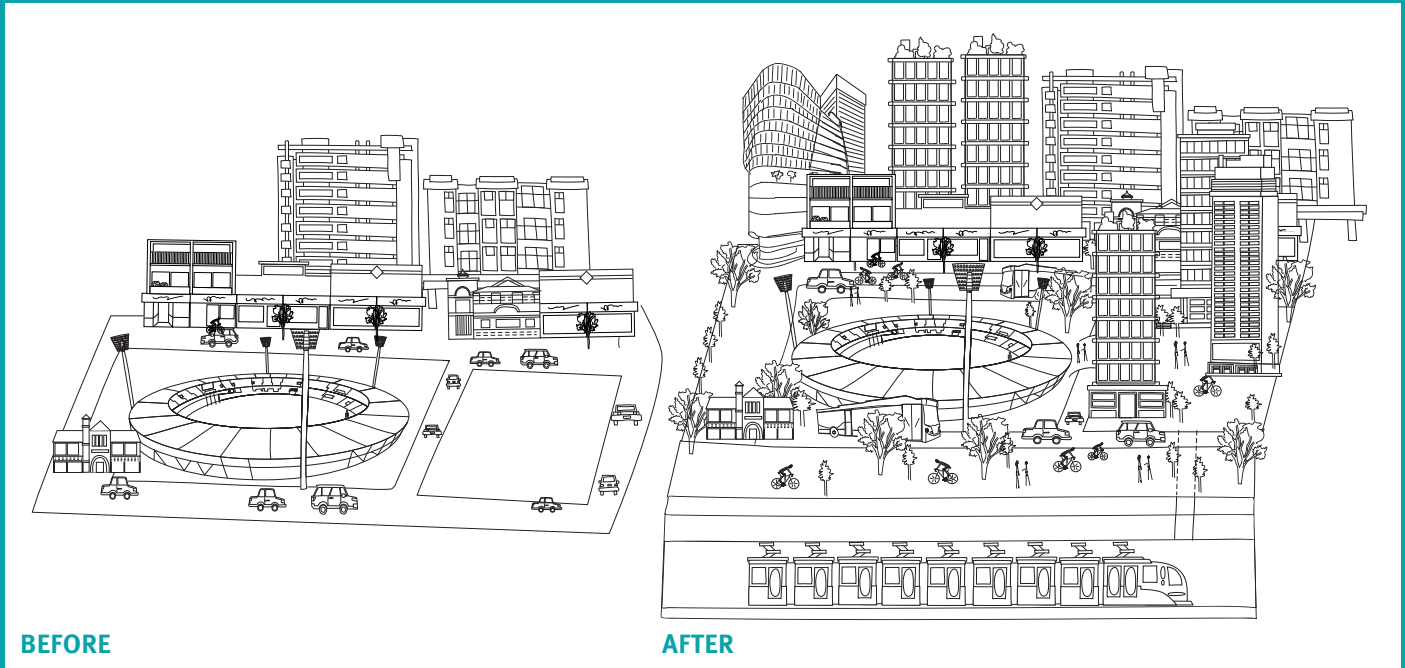
- 44% of the recruited survey primary catchment respondents identified Strategy 1 as *comfortable* or *desirable*. 29% of the public survey respondents living in the primary catchment identified Strategy 1 as *comfortable* or *desirable*.
- 26% of the recruited respondents identified the strategy as *unthinkable* or *challenging*. 51% of the public survey respondents living in the primary catchment considered the strategy *unthinkable* and *challenging*.

To understand the significant difference, responses were further analysed by age. This identified that older people tended to be more concerned about this strategy than younger people. Of the 30% of public survey respondents living in the primary catchment who selected Strategy 1 as *unthinkable* 67% were aged 45 years and above.

FIG 11 STRATEGY 1 RESPONSES BY SURVEY AND CATCHMENT AND BY SELECTED AGE GROUPS



STRATEGY 1 EXPLANATION



Creating a new community focal point and destination including:

- development of new public space above Cross River Rail and allowing the development of high-rise mixed-use buildings within 800m walk of the new station
- creating a sense of arrival and occasion and efficiently managing large numbers of people during major events, and
- increasing facilities and creating a more vibrant and viable precinct by growing the resident, worker and visitor population.



2.3.2 STRATEGY 2 INCREASING HOUSING DIVERSITY, CHOICE AND QUALITY

Overall respondents viewed Strategy 2 as *sensible* and *comfortable*.

Respondents generally reacted more positively to this strategy than negatively.

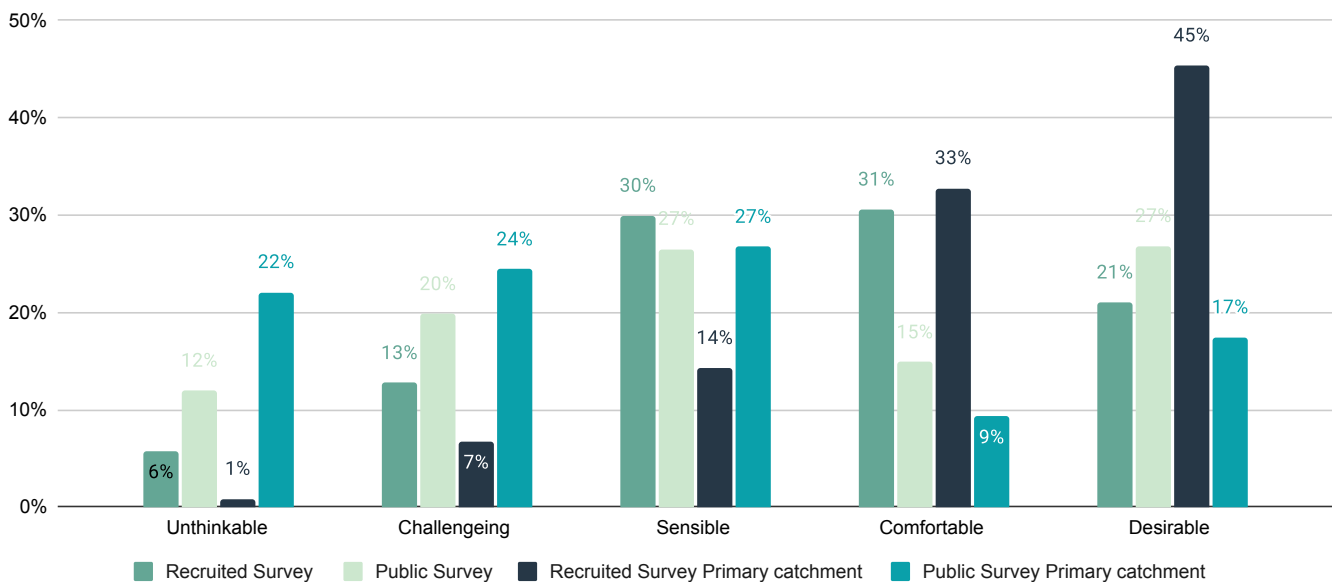
- 52% of the recruited respondents and 42% of the public survey respondents identified the strategy as *comfortable* or *desirable*. These numbers rise to 82% and 69%, respectively, if we include those who find it *sensible*.
- 19% of recruited respondents and 32% of the public survey respondents identified the strategy as *unthinkable* or *challenging*.

Analysing responses from the perspective of people who live locally (primary catchment) identified some significant differences:

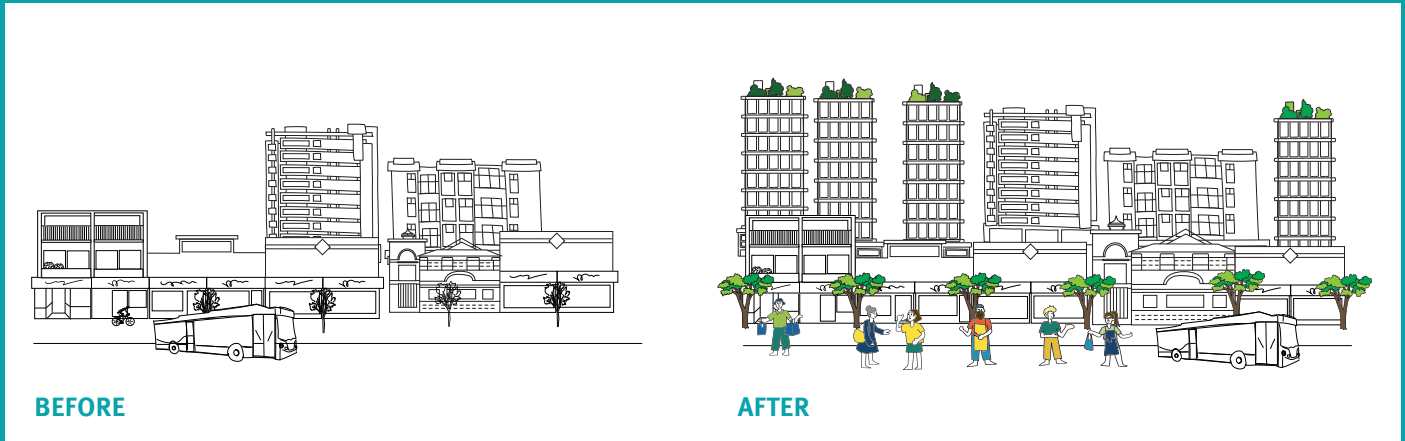
- Only 26% of public survey respondents living in the primary catchment identified Strategy 2 as *desirable* or *comfortable*. This increases to 53% if we include *sensible* (27%). 46% identified the strategy as *unthinkable* or *challenging*.
- Significantly the recruited respondents living in the primary catchment had an opposite response. 78% identified the strategy as *comfortable* or *desirable*. Only 8% identified the strategy as *unthinkable* or *challenging*.

The findings most likely reflect the fact that respondents in the recruited survey are much younger than the public survey (52% are aged between 18 to 34 years). Younger people are already living in this type of housing in Woolloongabba (around 70% of current housing is units) and are concerned about access to affordable housing.

FIG 12 STRATEGY 2 RESPONSES BY SURVEY AND CATCHMENT



STRATEGY 2 EXPLANATION



Increasing housing diversity, choice and quality including:

- allowing new mixed-use and taller buildings across the area in appropriate locations
- supporting the development of a more diverse range of homes including family apartments, aged care, key worker housing and homes for people living alone
- increasing the provision of affordable and social housing
- requiring new buildings to be more sustainable and respond to Brisbane's climate.



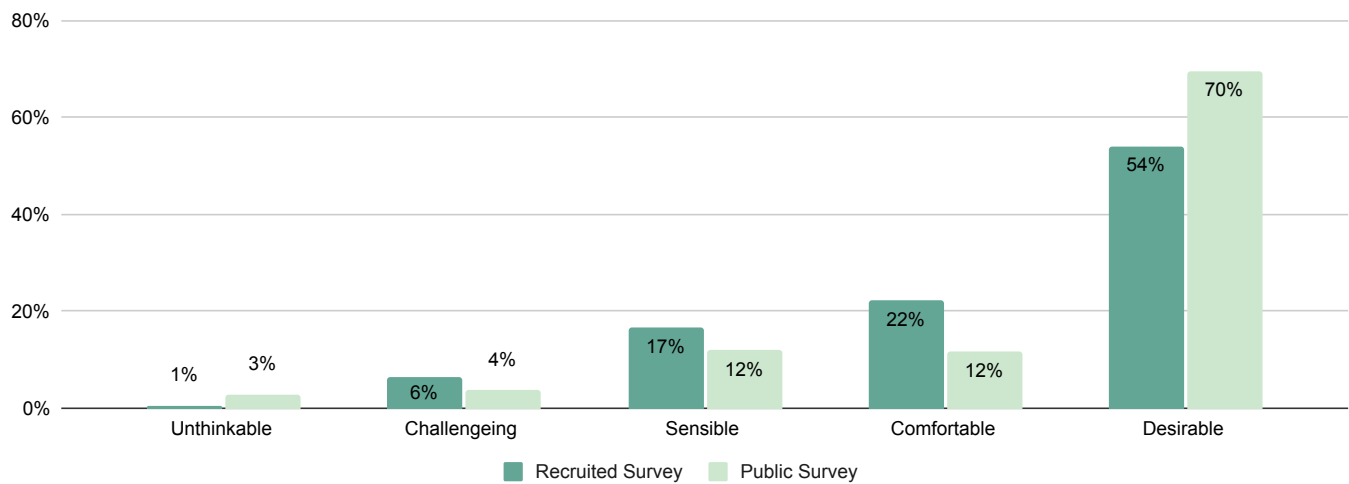
2.3.3 STRATEGY 3 INCREASING ACTIVE TRANSPORT CONNECTIONS

The majority of respondents viewed Strategy 3 as *comfortable*, leaning towards being *desirable*.

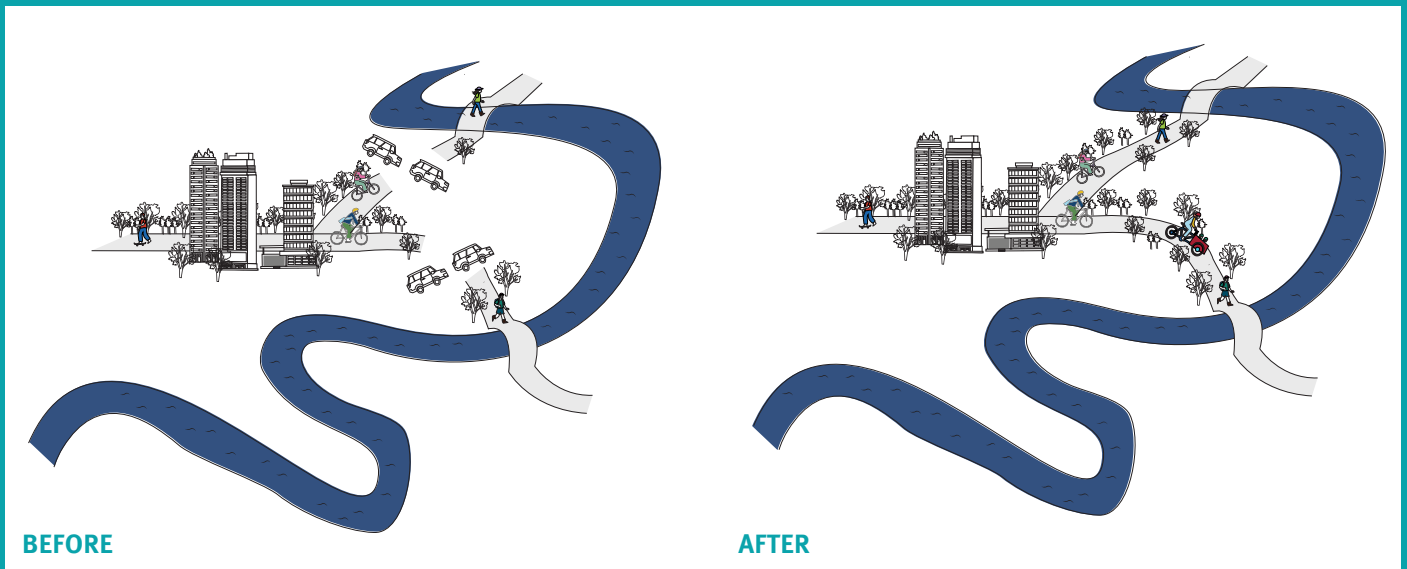
Both survey respondents viewed Strategy 3 as either *comfortable* or *desirable* (recruited 76% and public 82%). This implies strong support for measures that promote active transportation like walking or cycling.

The low percentages for negative responses (*unthinkable*, *challenging*) indicate very little difference based on age or location (catchment).

FIG 13 STRATEGY 3 RESPONSES BY SURVEY AND CATCHMENT



STRATEGY 3 EXPLANATION



Increasing active transport connections including:

- connecting to South Bank and the CBD via improved pedestrian and cycleways
- improving the ability to walk, ride and use E-mobility safely and comfortably within the area and to surrounding locations
- enhancing the pedestrian experience through improved streetscapes, plants, shade, lighting and signage.

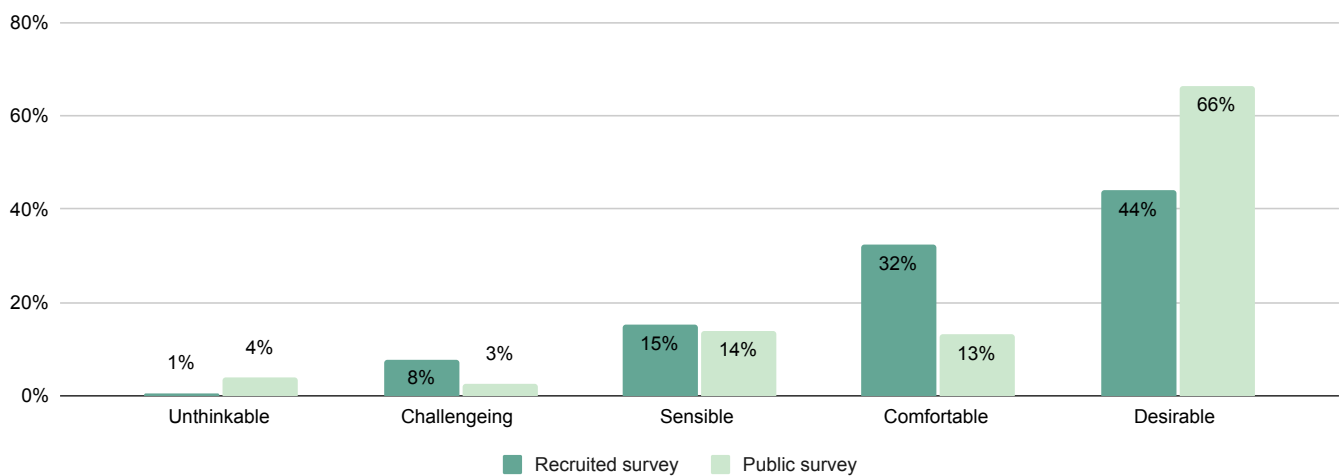


2.3.4 STRATEGY 4 INCREASING OPEN SPACE AND GREENERY

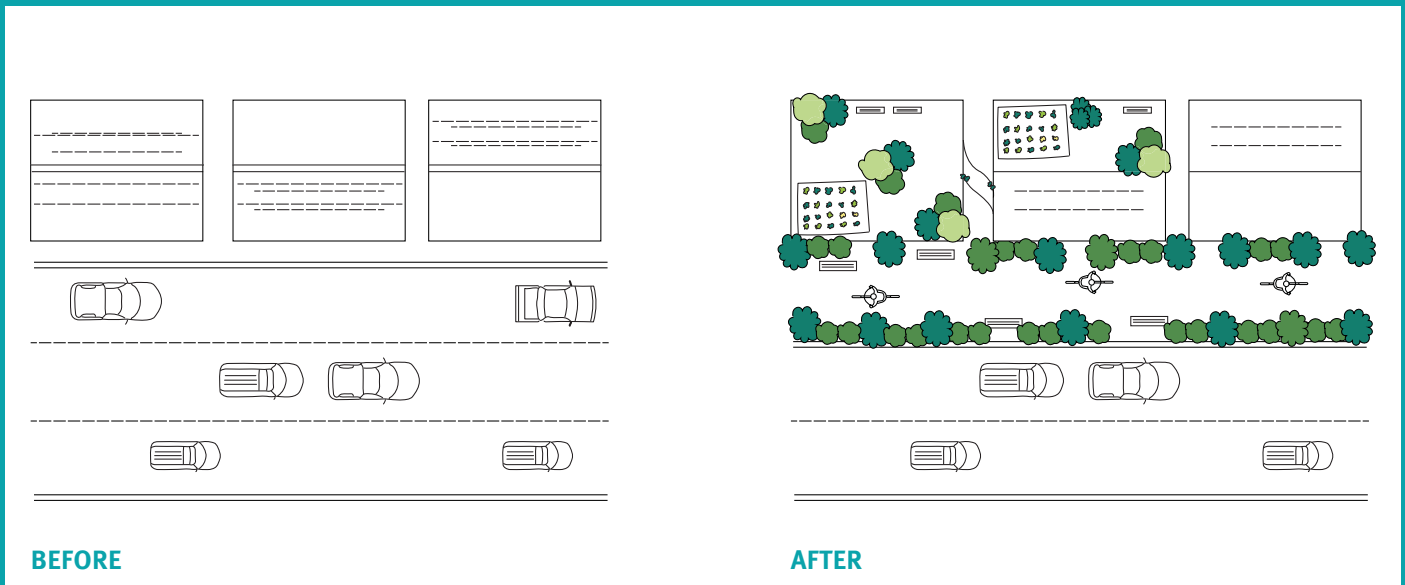
The majority of respondents viewed Strategy 4 as *comfortable*, leaning towards being *desirable*.

Overwhelmingly both survey respondents are supportive of this strategy. 79% of the public and 76% of recruited respondents identified the strategy as *comfortable* or *desirable*.

FIG 14 STRATEGY 4 RESPONSES BY SURVEY



STRATEGY 4 EXPLANATION



Increasing open space and greenery including:

- providing a new central park near the Cross River Rail station
- better connecting existing parks and open space within the surrounding area
- street and road reserves to create green spines, adding pocket parks and greenery along new bike and walking paths
- requiring publicly accessible open space within major private developments.



2.4 ANALYSIS OF OPEN COMMENTS

The public survey provided respondents three opportunities to provide open comments around the following questions:

- Any other challenges you'd like to highlight?
- Any other opportunities you'd like to see highlighted?
- Anything else you would like to see in the Woolloongabba area or that the plan should take into consideration?

651 qualitative responses across the three questions were provided by 291 public survey respondents and the key themes are summarised below.

HOUSING DIVERSITY AND AFFORDABILITY

Comments focused on the critical need of Woolloongabba's urban regeneration to:

- deliver a diverse mix of housing at a range of price points, including people on average or low incomes and appropriately sized apartments or townhouses for families, and
- not displace existing communities, ensuring local residents are not 'priced out' of the area.

"Many in the community are concerned that 'urban renewal' is really just code for 'getting rid of the poor people'." - public survey respondent

"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

GABBA STADIUM REBUILD

Comments regarding the proposed stadium rebuild included:

- cost of stadium rebuild and a preference for money to be spent on addressing the current cost of living pressures and housing affordability challenges
- relocation of East Brisbane State School generally and more specifically that it was set to be relocated to a location not within walking distance or easily accessible by cycling, and
- loss of green space with the temporary use of Raymond Park for the Olympics and Paralympics warm-up track.



“The government should scrap the \$2.7 billion Gabba redevelopment”- public survey respondent

“Money from the stadium development could be much better spent on improving infrastructure to the area such as schools, public transport, services and green spaces - a “backyard feeling” for everyone in apartments.”- public survey respondent

“Moving the East Brisbane State School out to Coorparoo will put it out of walking distance for many families in the area.”- public survey respondent

CRITICAL NEED TO INCREASE GREEN SPACE, IMPROVE WALKABILITY AND INCREASE THE QUALITY OF STREETS

Comments were clustered around the need to:

- improve streets and public spaces so they are more enjoyable to use
- increase open spaces and greenery and better connect the local area to the surrounding parks, and
- making it easier to walk, cycle, e-scooter and catch public transport.

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

“It would also be super fantastic if the Gabba could be connected to Stones Corner and the Stones Corner high street via a green corridor to Halon Park.”- public survey respondent

“Green spaces that link areas and allow pedestrians to move seamlessly from CBD to UQ to Woolloongabba to the Science Precinct.”- public survey respondent

“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

“Real usable green space to connect people and build community.”- public survey respondent



3.0 SUMMARY OF FINDINGS

The study explored community perspectives on urban change in Woolloongabba and identified priorities for future development. The following presents an overview of the study's key findings.

WOOLLOONGABBA TODAY

Respondents had mixed views on Woolloongabba today. Some respondents find it disjointed, congested, and unsafe, while others see it as exciting, central and quirky.

Overall respondents felt that the Woolloongabba area works reasonably well for them and for their families, however, they're concerned it does not work well for those on lower incomes. Notably, the public survey respondents had a higher number of participants indicating they *don't know* how well the area works for others in the community.

Respondents value Woolloongabba's unique identity as an inner-city neighbourhood, international sports hub and centre for health and education. They understand the importance and challenge of making all the different parts work well together.

URBAN REGENERATION IN WOOLLOONGABBA

Respondents were highly supportive of Woolloongabba's urban regeneration, with almost 70% of respondents stating that they felt the area's regeneration was *very important or absolutely essential*.

There was a very high awareness of the major projects planned or underway in Woolloongabba (including Cross River Rail and new open space, Brisbane Metro and Gabba Stadium rebuild). For instance, 43% of recruited survey respondents and 78% of public survey respondents stated they were aware of these projects.

Although the surveys did not specifically seek feedback on the proposed rebuild of Gabba Stadium, respondents across both the public and recruited survey provided comments on their views in the open comment section. The majority of comments raised concerns regarding the rebuild, including:

- cost of stadium rebuild and a preference for money to be spent on addressing current cost of living pressures and housing affordability challenges
- relocation of East Brisbane State School generally and more specifically that it was set to be relocated to a location that is not within walking distance or easily accessible by cycling, and
- loss of green space with the temporary use of Raymond Park for the Olympics and Paralympics warm-up track.

PRIORITIES FOR WOOLLOONGABBA'S FUTURE

Opportunities respondents would like to see delivered through the area's regeneration include:

- improving streets and public spaces so they are more enjoyable to use
- increasing open spaces and greenery
- making it easier to walk, cycle, e-scooter and catch public transport
- boosting vibrancy by providing a mix of retail, services and education opportunities, and
- providing a diversity of places to live.

Public survey respondents also would like to see the regeneration support a more sustainable lifestyle and celebrate Aboriginal and Torres Strait Islander culture and heritage.

Challenges respondents would like to see addressed through the area's regeneration include:

- potential gentrification of the area, with concerns that the area's regeneration could displace existing communities and that new homes would not be affordable to people on average or low incomes – this is of particular concern to younger respondents (aged between 18-34 years)
- fears people will not use public or active transport and there will be increased traffic and parking issues, and
- the potential for taller buildings to detract from the area's character.

VIEWS ON EMERGING PDA STRATEGIES

Respondents were provided with an overview of four emerging urban regeneration strategies shaping planning for Woolloongabba PDA. They were then asked to share their views on each strategy using the following scale: Unthinkable, challenging, sensible, comfortable, desirable.

Overall respondents viewed **Strategy 1: Creating a new community focal point and destination** and **Strategy 2: Increasing housing diversity, choice, and quality** as sensible and comfortable. Notably, there were differing opinions by age, especially for people living in the primary catchment (Woolloongabba and surrounding suburbs). Older residents (over 45) were concerned about the potential impact of taller buildings on the area's local character. In contrast, younger residents (18 to 34) viewed these strategies more positively, supporting the delivery of more affordable housing options and community spaces in their area.

Strategy 3: Increasing active transport connections and **Strategy 4: Enhancing open space and greenery** were seen as comfortable by both groups, leaning towards being desirable.

4.0 NEXT STEPS

The next step for the Woolloongabba PDA will be public notification of the proposed plan for the area where the community will be invited to have their say about the future planning intent.





CONTACT US

Phone: +61 7 3328 4811 or 13 QGOV (13 74 68)
Email: edq@dcdilgp.qld.gov.au
Web: www.edq.qld.gov.au
Post: GPO Box 2202, Brisbane, Queensland 4001
Address: 1 William Street, Brisbane 4000

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