

Beenleigh Implementation Plan

Projects and Programs



INNOVATIVE, DYNAMIC, CITY OF THE FUTURE



BEENLEIGH MARKET

Beenleigh
Town
Square

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List of Abbreviations

AD	Administration Branch
AV	Advocacy Program
BTS	Beenleigh Town Square
CECE	Customer Experience & Community Engagement Branch
CS	Community Services Branch
CS&AC	City Standards & Animal Care Branch
CF	City Futures Branch
DA	Development Assessment Branch
DETE	Department of Education, Training & Employment
DTMR	Department of Transport & Main Roads
EDS	Economic Development & Strategy Branch
EDZ	Economic Development Zone
ELT	Council's Executive Leadership Team
GSMP	Greater Springwood Master Plan
HEW	Health, Environment & Waste Branch
LCI	Libraries & Creative Industries Branch
MKT	Marketing & Events Branch
Media	Media Branch
Parks	Parks Branch
RID	Road Infrastructure Delivery Branch
RIP	Road Infrastructure Planning Branch
SLF	Sport, Leisure & Facilities Branch
SP	Strategic Projects Branch
TOD	Transit Oriented Development
WI	Water Infrastructure

Introduction

The purpose of the Beenleigh Implementation Plan is to progress the aims and objectives of the Beenleigh Town Centre Master Plan from 'visioning' to 'doing' through the process as set out Figure 1. The Implementation Plan does this by identifying and prioritising potential capital and non-capital projects and programs to deliver the actions required to progress the aims and objectives of a master plan. Depending on the type of project or program, these may be delivered by Council, the Queensland Government, the Federal Government, the private sector or the community. Identification and prioritisation is the result of ongoing engagement with stakeholders, ensuring prioritised actions represent the current and future needs of the community, government, industry, business and landowners.

These aspirational projects and programs will assist planning and coordination across Council to deliver the actions required to progress the vision of the Beenleigh Town Centre Master Plan. This approach allows Council to commit to a framework to deliver the vision of the master plan over the short term (up to five years), medium term (five to ten years) and long term (more than ten years), whilst allowing a more flexible approach in the delivery of priority projects and programs.

The projects and programs have been identified by applying the framework for good placemaking that considers the alignment of key places with the shared vision for the activity centre master plans, the urban design themes, the seven implementation strategies and Council's Corporate Plan Priorities. These important shared visions, themes, strategies and corporate priorities can be brought together through Place Management, as depicted in Figure 2- Framework for Good Placemaking.

The projects and programs recommended for Council endorsement are set out in more detail in this document. Where identified, the internal branch/es recommended to ideally lead the project is highlighted in bold text. The projects and programs are expected to be updated annually and do not represent a commitment by Council or other stakeholders to fund or deliver a specific project. projects and programs can be considered for funding, applications for government grants and partnerships with a range of stakeholders that lead to the eventual delivery of the project. The Division 12 Councillor will be consulted on all projects.

Following the Beenleigh Summit a number of key initiatives and actions were endorsed by

Council which were included in the Beenleigh Implementation Plan. From the Beenleigh Implementation Fund a number of short term projects and programs will deliver on outcomes from the Beenleigh Summit over a three year period (2018-2021). Place Managers (ED&S Branch) will lead the collaboration across Council, community and business stakeholders to deliver on the vision of the Beenleigh Town Centre Master Plan.

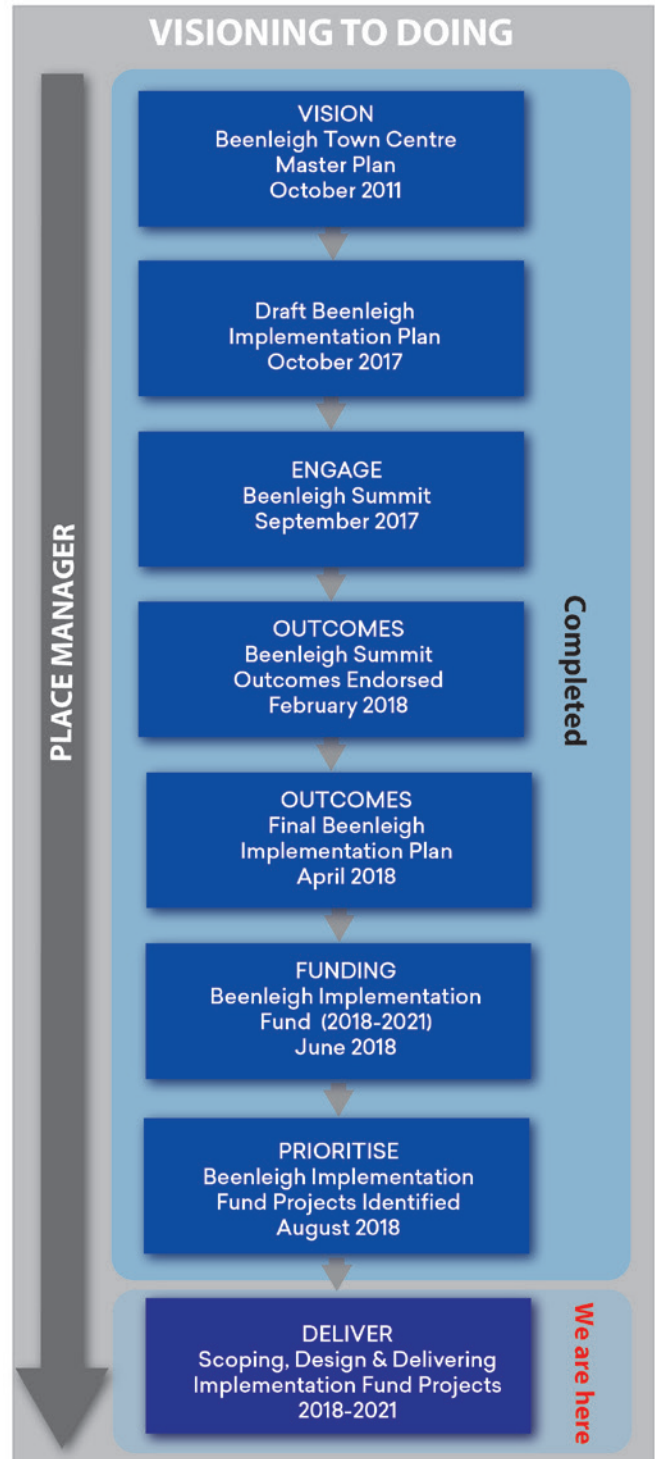


Figure 1 - 'Visioning' to 'Doing'

Framework for Good Placemaking

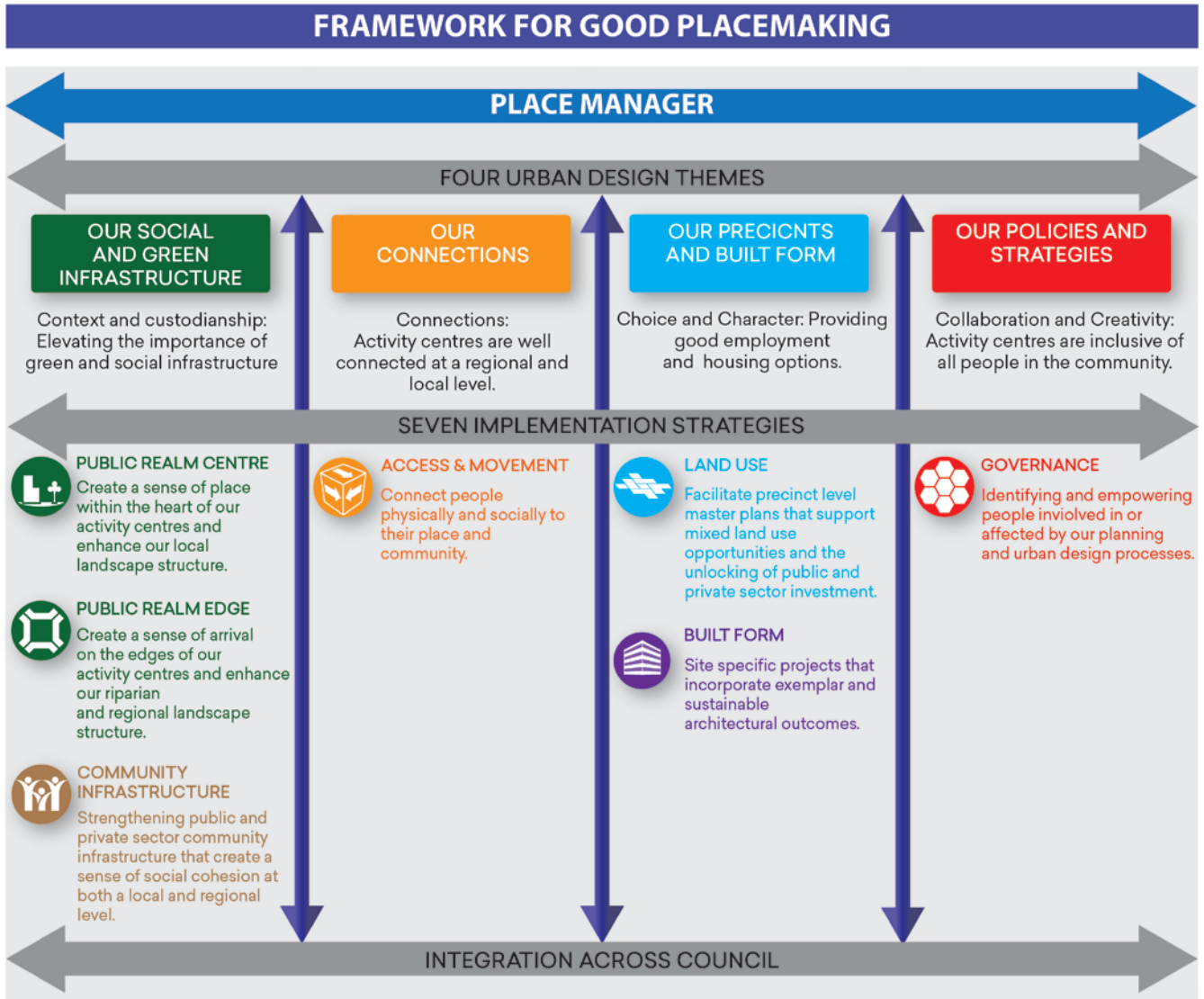


Figure 2 - Framework for Good Placemaking

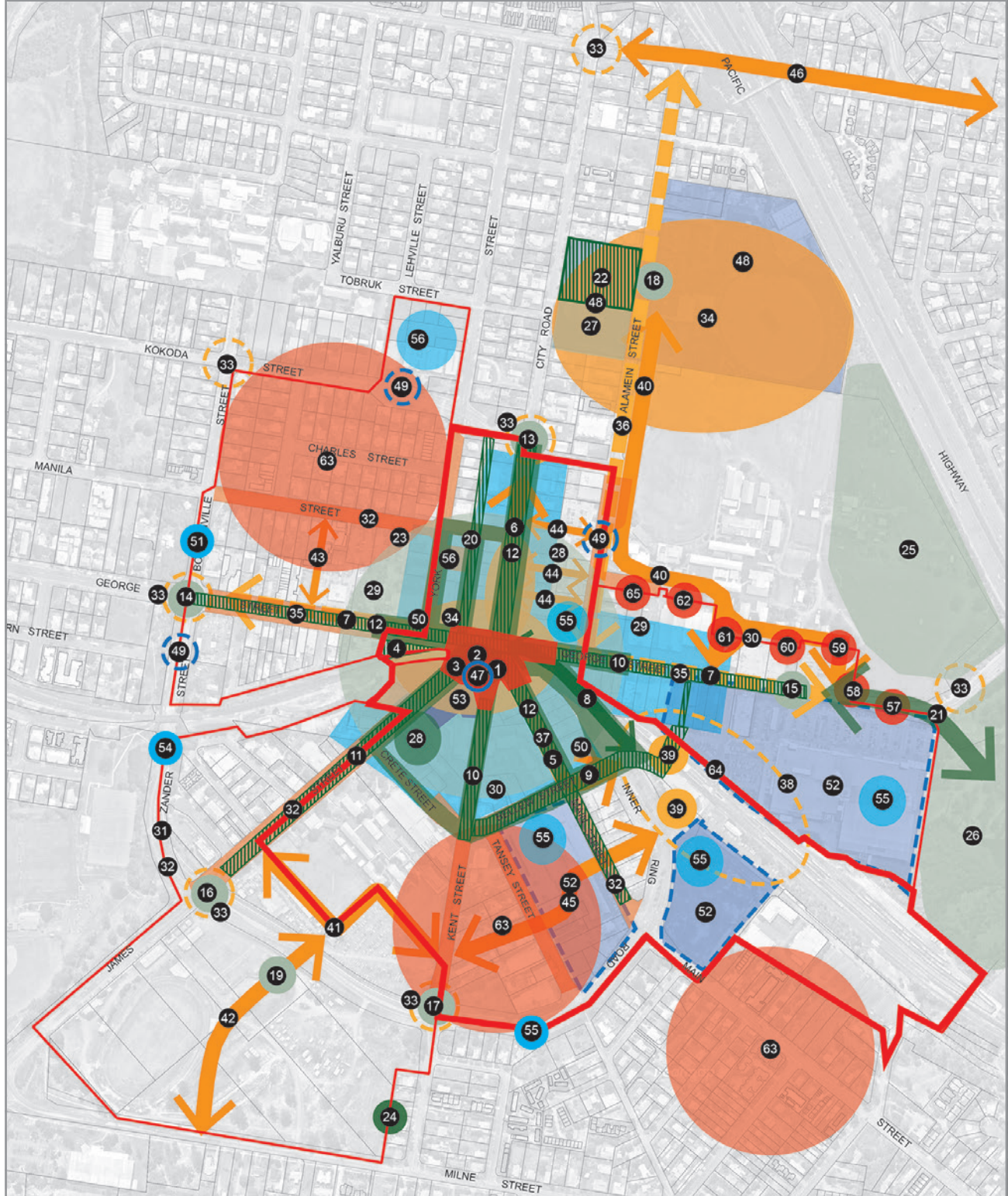


Projects and Programs

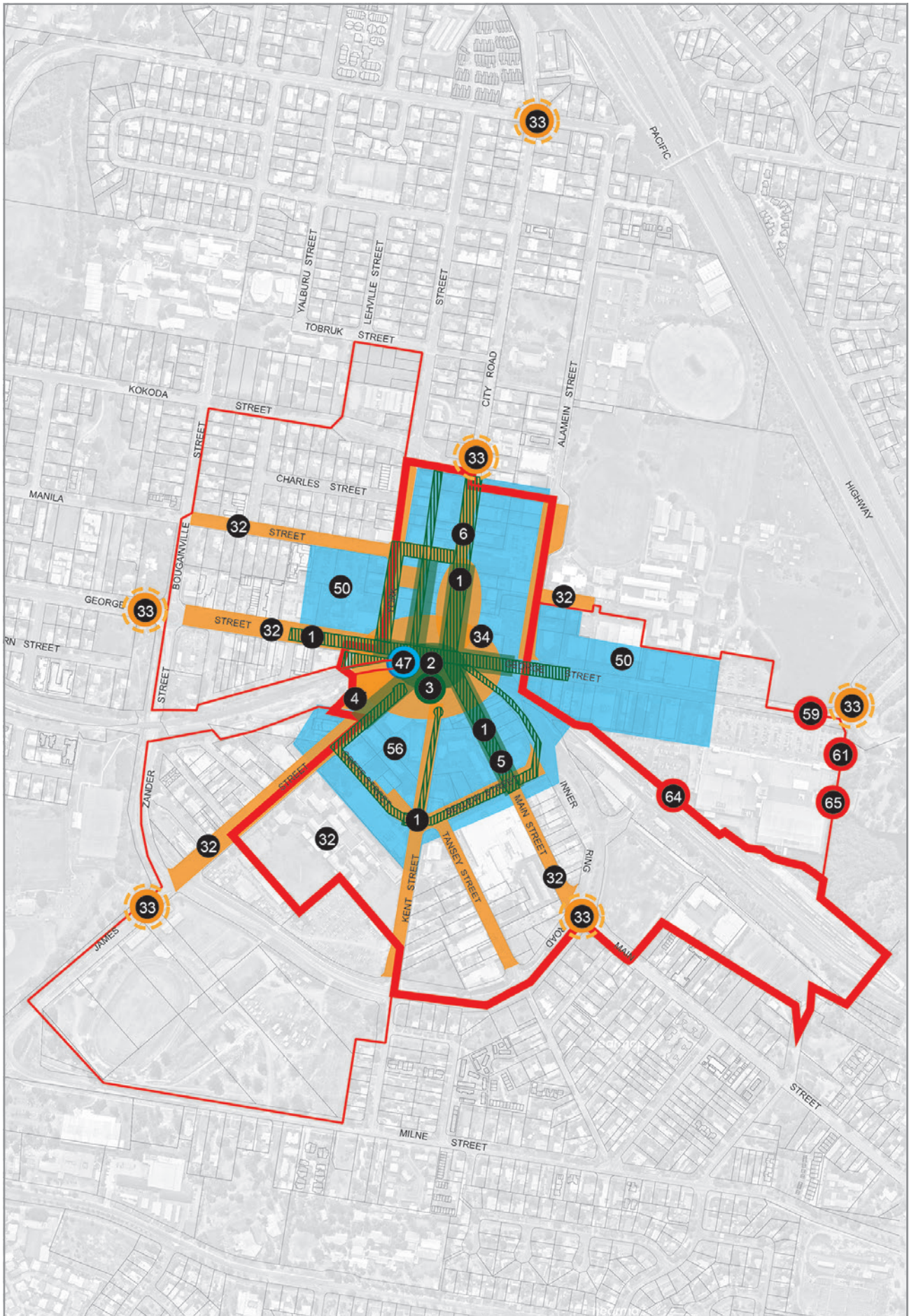
ACTIONS	TIMING	SUMMIT OUTCOME
SOCIAL AND GREEN INFRASTRUCTURE (CONTEXT AND CUSTODIANSHIP)		
PUBLIC REALM (CENTRE)		
1 Beenleigh Centre Streetscape Master Plan	Short Term	✓
2 Introduce more shade, trees, public art and colour to the Beenleigh Town Square	Short Term	✓
3 Implement a big screen in the Beenleigh Town Square	Short Term	✓
4 Upgrade of Rotary Park	Short-Medium Term	✓
5 Deliver the Main Street streetscape upgrades and street activation	Short-Medium Term	✓
6 Deliver the City Road green streetscape upgrades and street activation	Short-Medium Term	✓
7 Deliver the George Street streetscape upgrades and street activation	Medium Term	✓
8 Deliver the train station green link	Long Term	✓
9 Deliver the Bellew Street streetscape upgrades and upgrade the link with the train station	Medium Term	
10 Streetscape enhancements and activation of Kent Street between George Street and Bellew Street	Medium Term	
11 Design and deliver James Street streetscape enhancements	Short-Medium Term	✓
12 Facilitate the undergrounding of power lines along George, James, Main, York, Alamein Streets and City Road	Short-Medium Term	
13 Deliver entry/centre arrival statements at the intersection of City Road and Lae Street	Short-Medium Term	
14 Deliver entry/centre arrival statements at the intersection of Zander Street and George Street	Short-Medium Term	
15 Deliver entry/centre arrival statements at the intersection George Street and Alamein Street (western side)	Short-Medium Term	✓
16 Deliver entry/centre arrival statements at the intersection James Street and Showgrounds Drive	Short-Medium Term	
17 Deliver entry/centre arrival statements at the intersection of Kent Street and Showgrounds Drive	Short-Medium Term	
18 Deliver an entry statement to the entrance to the Active Lifestyle Precinct	Medium Term	
19 Deliver entry statement at the entrance to the showgrounds along the Showgrounds Drive road frontage	Medium Term	
20 John Lane laneway revitalisation	Short-Medium Term	
21 Green link between George Street and Hugh Muntz Park	Medium Term	
22 a. Planning for the upgrade/redevelopment of Centenary Park and interface with the Beenleigh Aquatic Centre	Short-Medium Term	
22 b. Upgrade/redevelopment of Centenary Park and interface with the Beenleigh Aquatic Centre	Medium Term	
23 Street Activation Project with light festival and art	Short Term	✓
24 Investigate the potential for a water park and/or water play area in the centre	Medium Term	✓
PUBLIC REALM (EDGE)		
25 Landscape enhancements for Pacific Motorway/Logan River Parklands	Long Term	✓
26 Upgrades to Hugh Muntz Park	Long Term	✓
COMMUNITY INFRASTRUCTURE		
27 Re-development of the Beenleigh Aquatic Centre and Centenary Park	Medium Term	✓
28 Develop a multipurpose Community Arts facility	Medium-Long Term	✓
29 Expand the safety camera network in Beenleigh	Short-Medium Term	
30 Review existing community infrastructure for potential re-investment	Short-Medium Term	
CONNECTIONS		
ACCESS AND MOVEMENT		
31 Parking plan for the activity centre core	Short Term	✓
32 Smart parking strategy	Short Term	✓
33 New legible wayfinding/directional signage to enhance the legibility of the town	Short Term	✓
34 Digital connectivity for the activity centre inclusive of the introduction of Wi-Fi for key public spaces	Short-Medium Term	✓
35 New principal cycleway along George Street	Short-Medium Term	
36 New principal cycleway along Alamein Street	Medium Term	
37 Pedestrian links between City Road and Main Street through to Beenleigh Station	Short-Medium Term	✓
38 Development of the Beenleigh Station Precinct Master Plan	Medium term	
39 Upgrade and refurbishment of the Beenleigh bus/train interchange station including the Queensland Rail car park	Long Term	✓
40 Active transport link from George Street to the active lifestyle precinct	Medium term	
41 Pedestrian connection between James Street and Kent Street	Medium term	
42 Pedestrian connection through the Beenleigh Showgrounds	Long Term	
43 Pedestrian connection between George Street and Manila Street	Long Term	
44 Laneway connections in the centre core precinct	Medium Term	
45 Pedestrian connection between Kent Street, Tansey Street and the train station	Long Term	
46 Improved/new connections between Eagleby to Beenleigh	Long Term	✓
PRECINCTS AND BUILDINGS (CHOICE AND CHARACTER)		
LAND USE		
47 Deliver a container mobile office/retail space, information centre or business start-up in Beenleigh Town Square	Short Term	✓
48 Active Lifestyle Sporting and Recreation Precinct Master Plan	Short Term	
49 Car parking/multi modal/shared transport strategy for the activity centre	Short-Medium Term	
50 Beenleigh Centre and Town Square Activation Strategy	Short Term	✓
51 Facilitate the establishment of a cinema in the centre	Short Term	✓
52 Shopping centre precinct level master plan	Medium Term	✓
BUILT FORM		
53 Upgrade of the courthouse and associated functions	Short-Medium Term	✓
54 Feasibility study for the multi-storey car parking station/s	Medium Term	
55 Facilitate private sector catalyst developments	Ongoing	✓
56 Prepare a strategy to incentivise upgrading of buildings in the centre	Short Term	✓

Projects and Programs

ACTIONS	TIMING	SUMMIT OUTCOME
POLICIES AND STRATEGIES (COLLABORATION AND CREATIVITY)		
GOVERNANCE		
57 3D model of the Beenleigh activity centre	Short Term	
58 Incentivise early delivery of catalyst projects	Short Term	✓
59 Develop a place branding/marketing action plan for the Beenleigh activity centre	Short Term	✓
60 Place based specific events for the activity centre	Short Term	
61 Targeted business and retail investment strategy	Short Term	✓
62 Develop an environmental, social and economic scorecard	Short Term	
63 Establish partnerships with housing providers and the development industry	Ongoing	✓
64 Create an Economic Development Zone (EDZ) for Beenleigh and explore future policy in the EDZ	Short Term	✓
65 Establish a Beenleigh Activity Centre Advisory Group	Short Term	✓



Beenleigh Implementation Fund Projects (2018-2021)



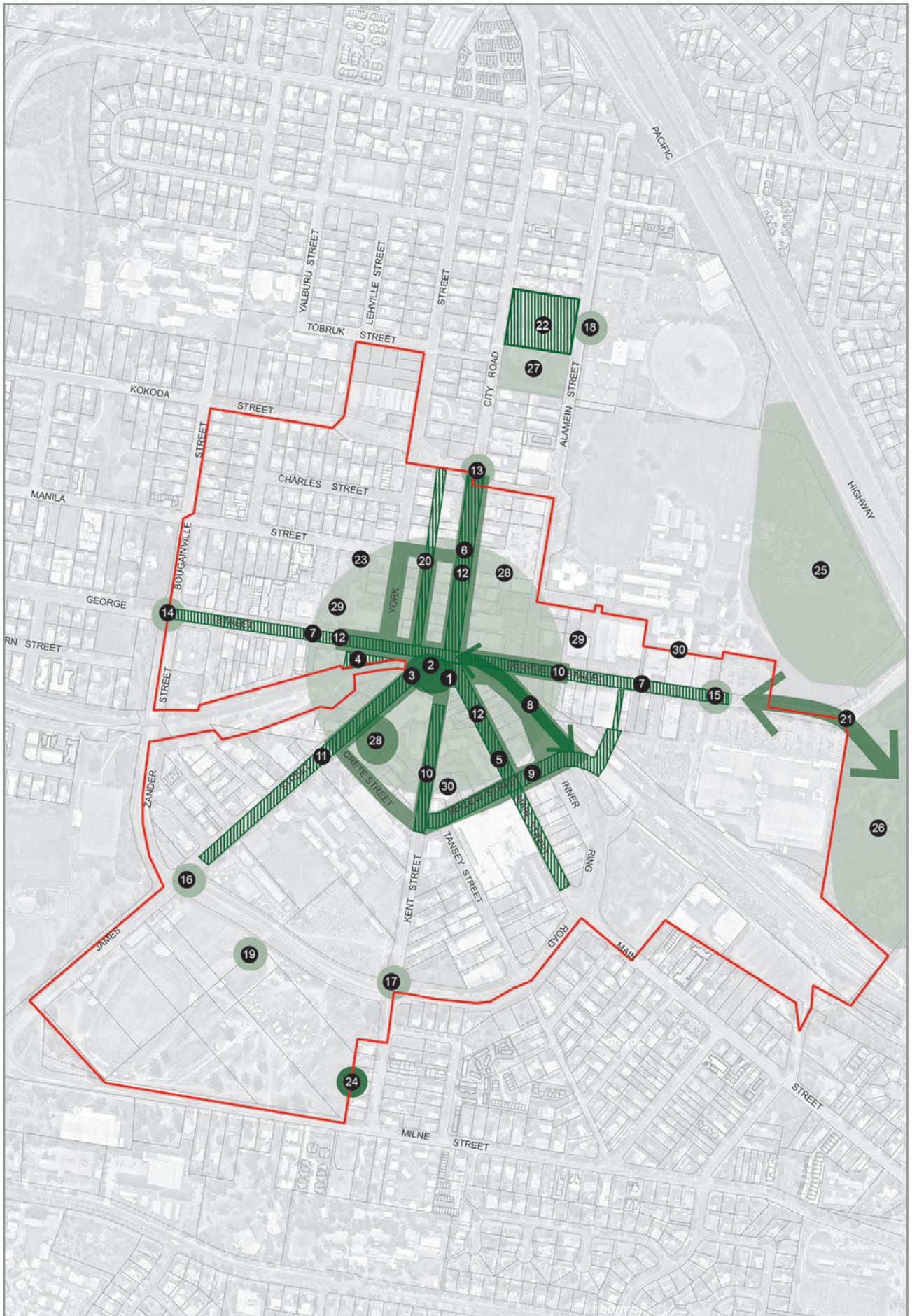
Beenleigh Implementation Fund Projects (2018-2021)

PROJECTS

- 2 Beenleigh Town Square Shade Solution:**
Introduce more shade, trees, public art and colour to the Beenleigh Town Square. Issue an expression of interest to seek proposals for the design and delivery of a shade solution and colour to the Beenleigh Town Square. The solution can comprise of structures or shade solutions that are sympathetic to the design and language of the town square and can include functional art and landscaping as part of the project.
- 1 Beenleigh Centre Streetscape Master Plan and Stage 1 Implementation:**
Create an overall streetscape design for the key main and active streets in Beenleigh that builds on the existing character of the centre, and create a safe and enjoyable place for visitors and locals. The upgrades will include improvements to the streetscape environment, will enhance amenity and experience of the area, improve safety and access, and provide a new drawcard which maintains and builds a sustainable economy for the Beenleigh centre.
- 50 Beenleigh Town Centre Activation Strategy:**
Prepare a strategy incentivising building upgrades; incentivise the use of outdoor dining in the main streets and active streets; review procedures (remove red tape) and costs to book the Beenleigh Town Square; and assist with the creation of an entertainment and food precinct.
- 3 Big screen in the Beenleigh Town Square:**
Install a 4 metre wide by 3 metre high LED screen on the Civic Platform in the Beenleigh Town Square. The large screen will be glare resistant, with auto brightness controllers to adjust to all weather conditions. The screen will have video capable options, can host movie nights, educational videos or replays, and will be able to stream live television events. The screen will be interactive and will have the ability to log in to play games or vote on projects etc. The screen can run advertisements and information on community events.
- 33 Wayfinding and directional signage:**
New legible wayfinding/directional signage to enhance the legibility of the activity centre.
- 59 Place branding/marketing strategy:**
The place branding/marketing strategy will assist to establish and communicate a unique value identity for Beenleigh and reinforce the value of Beenleigh more effectively to the centre's customer segments, providing the foundation for the development of a recommended marketing strategy and associated collateral.
- 47 Container start-up/business incubator/retail space in the Beenleigh Town Square:**
Invite expressions of interest from local business and the community to secure a suitable tenant, end users or operators for a split tenancy, plug-in container to be located within the Beenleigh Town Square (pavilion structure).
Procure and deliver a split tenancy plug-in container unit in the Beenleigh Town Square that can be used for a start-up/business incubator, small retail space such as a newsagent, or food and drink outlet with the purpose to more permanently activate the Beenleigh Town Square.
- 61 Targeted retail and business attraction strategy for Beenleigh:**
Undertake a gap analysis in the retail and non-residential sector in Beenleigh and develop a strategy to attract new investment into the centre.
- 34 Free Wi-Fi to the Beenleigh Town Square:**
Install and commission electrical, civil works and relevant site re-establishment for the supply and installation of Wi-Fi in the Beenleigh Town Square. It is proposed that free Wi-Fi will improve activation of the civic park, improve future city planning activities and provide an understanding of how the space is used and improve customer experiences when engaging with and using Council services.
- 32 Smart parking strategy:**
Investigate the options and feasibility for the implementation of smart parking solutions for the centre that identifies available parking accurately, assists with wayfinding with data collection on parking utilisation and patterns.
- 65 Establish the Beenleigh Activity Centre Advisory Group:**
Develop the terms of reference and establish an advisory group that represents business, the community and local government to assist with overseeing and implementing key short term projects to provide the community with greater ownership and accountability for the projects to be delivered.



Social and Green Infrastructure



Social and Green Infrastructure



PUBLIC REALM (CENTRE)

Create a sense of place within the heart of activity centres and enhance our local landscape structure

	ACTIONS	STAKEHOLDERS	TIMING
1	Beenleigh Centre Streetscape Master Plan: Preparation of an overall streetscape master plan with increased pedestrian and cycle amenity along City Road, Main Street, George Street, Kent Street, Rotary Park, John Lane, James Street, Bellew Street and York Street, inclusive of soft landscaping; additional shade trees planting and shade structures (temporary and permanent), public art, street furniture and seating.	EDS Parks, SLF, CS, LCI, RIP, RID, WI, AD, MKT, CECE, AV	Short term
2	Introduce more shade, trees, public art and colour to the Beenleigh Town Square: As part of a strategy to activate the Beenleigh Town Square, undertake the Beenleigh Town Square Shade Solution Design Competition to introduce more shade, trees, public art and colour to the Beenleigh Town Square. Develop a project brief for an expression of interest to seek proposals for the design and delivery of a shade solution for the Beenleigh Town Square that should include functional public art.	EDS, LCI Parks, SLF, CS, RIP, MKT, CECE, Department of Justice and Attorney General	Short term
3	Implement a big screen in the Beenleigh Town Square: The big screen can be used for an open-air cinema in the BTS, to live stream big sporting events, for information and for marketing of events.	EDS, SLF	Short term
4	Upgrade of Rotary Park: Invest in the upgrade of Rotary Park adjacent to the Beenleigh Town Square, inclusive of hard and soft landscaping as part of a strategy to increase green space and activation of parks in the centre, in line with the overall Beenleigh Streetscape Master Plan.	EDS, Parks, WI, RIP QR, Rotary Club Beenleigh	Short to Medium term
5	Deliver the Main Street Streetscape upgrades and activation: Streetscape enhancements and activation of Main Street between George Street and Bellew Street, inclusive of street planting and water sensitive urban design; improved legibility; integration of off/on road dedicated cycle lanes; outdoor dining; smart street and pedestrian lighting; public art and street furniture; and hardscape landscaping in line with the overall Beenleigh Streetscape Master Plan.	EDS, Parks, RIP, RID, WI, Local businesses	Short term
6	Deliver the City Road streetscape upgrades and activation: Streetscape enhancements and activation of City Road from Lae Street to George Street inclusive of street planting and water sensitive urban design; improved legibility; integration of off/on road dedicated cycle lanes; outdoor dining; smart street and pedestrian lighting; public art and street furniture; and hardscape landscaping in line with the overall Beenleigh Streetscape Master Plan.	EDS, Parks, RIP, RID, WI, Local businesses	Short term
7	Deliver the George Street streetscape upgrades: Streetscape enhancements and activation of George Street, inclusive of street planting and water sensitive urban design; improved legibility; integration of off/on road dedicated cycle lanes; outdoor dining; smart street and pedestrian lighting; public art and street furniture; and hardscape landscaping, in line with the overall Beenleigh Streetscape Master Plan.	EDS, Parks, RIP, RID, WI, Local businesses	Short term
8	Deliver the train station green link: Streetscape enhancements and upgrade of the link to the train and bus station inclusive of street planting and water sensitive urban design; improved legibility; outdoor dining; smart street and pedestrian lighting; public art and street furniture; and hardscape landscaping in line with the overall Beenleigh Streetscape Master Plan.	EDS, Parks, RIP, RID, WI	Short to Medium term
9	Deliver the Bellew Street streetscape enhancements and upgrade the link with the train station: Streetscape enhancements inclusive of street planting and water sensitive urban design; improved legibility; integration of off/on road dedicated cycle lanes; outdoor dining; smart street and pedestrian lighting; public art and street furniture; and hardscape landscaping in line with the overall Beenleigh Streetscape Master Plan.	EDS, Parks, RIP, RID, WI, Local businesses	Medium term
10	Streetscape enhancements and activation of Kent Street between George Street and Bellew Street: Streetscape enhancements inclusive of street planting and water sensitive urban design; improved legibility; integration of off/on road dedicated cycle lanes; outdoor dining; smart street and pedestrian lighting; public art and street furniture; and hardscape landscaping in line with the overall Beenleigh Streetscape Master Plan.	EDS, Parks, RIP, RID, WI Local businesses	Medium term
11	James Street Streetscape enhancements: Streetscape enhancements inclusive of street planting and water sensitive urban design; improved legibility, integration of off/on road dedicated cycle lanes; outdoor dining; smart street and pedestrian lighting; public art and street furniture; and hardscape landscaping for James Street from George Street to Victoria Street in line with the overall Beenleigh Streetscape Master Plan.	EDS, Parks, RIP, RID, WI, Local businesses	Medium term
12	Facilitate the undergrounding of power lines along George, James, Main, York, Alamein Streets and City Road: Inclusive of the excavation of trenches, supply and installation of electrical conduits as well as the re-instatement of civil works. The undergrounding of powerline works will be undertaken in conjunction with streetscape enhancement works.	EDS, Parks, RIP, RID, WI, LCI, CS	Short to Medium term

Social and Green Infrastructure



PUBLIC REALM (CENTRE)

Create a sense of place within the heart of activity centres and enhance our local landscape structure

	ACTIONS	STAKEHOLDERS	TIMING
13	Deliver entry/centre arrival statements at the intersection of City Road and Lae Street: Creation of key urban spaces that create a sense of arrival inclusive of public art; urban forecourts; pedestrian infrastructure; and parks that promote Beenleigh as a key activity centre in the City of Logan.	MKT, LCI, Parks, EDS, HEW	Medium term
14	Deliver entry/centre arrival statements at the intersection of Zander Street and George Street: Creation of key urban spaces that create a sense of arrival inclusive of public art; urban forecourts; pedestrian infrastructure; and parks that promote Beenleigh as a key activity centre in the City of Logan.	MKT, LCI, Parks, EDS, HEW.	Medium term
15	Deliver entry/centre arrival statements at the intersection of George Street and Alamein Street (western side): Creation of key urban spaces that create a sense of arrival inclusive of public art; urban forecourts; pedestrian infrastructure; and parks that promote Beenleigh as a key activity centre in the City of Logan.	MKT, LCI, Parks, EDS, HEW	Medium term
16	Deliver entry/centre arrival statements at the intersection James Street and Showgrounds Drive: Creation of key urban spaces that create a sense of arrival inclusive of public art; urban forecourts; pedestrian infrastructure; and parks that promote Beenleigh as a key activity centre in the City of Logan.	MKT, LCI, Parks, EDS, HEW	Medium term
17	Deliver entry/centre arrival statements at the intersection of Kent Street & Showgrounds Drive: Creation of key urban spaces that create a sense of arrival inclusive of public art; urban forecourts; pedestrian infrastructure and green space that promote Beenleigh as a key activity centre in the City of Logan.	MKT, LCI, Parks, EDS, HEW	Medium term
18	Deliver an entry statement to the entrance to the Active Lifestyle Precinct on Alamein Street: Creation of key urban spaces that create a sense of arrival inclusive of public art; urban forecourts; pedestrian infrastructure and green space that promote Beenleigh as a key activity centre in the City of Logan.	Parks, EDS, SLF, LCI, MKT	Medium term
19	Deliver an entry statement at the entrance to the showgrounds along the Showgrounds Drive road frontage: Creation of key urban spaces that create a sense of arrival inclusive of public art; urban forecourts; pedestrian infrastructure and green space that identifies the entry to the Showgrounds Precinct.	Parks, EDS, SLF, LCI, MKT	Medium term
20	John Lane revitalisation: Creation of active street laneway with streetscape enhancements, public and street art; urban forecourts; pedestrian infrastructure and outdoor dining opportunities in line with the overall Beenleigh Streetscape Master Plan.	EDS Parks, SLF, LCI, RIP, RID, WI	Short term
21	Green link between George Street and Hugh Muntz Park: Streetscape enhancements with improved pedestrian connections inclusive of street planting and water sensitive urban design; smart street and pedestrian lighting; public art and street furniture; and hardscape landscaping.	Parks, EDS, SLF, CS, LCI	Medium term
22	Upgrade and redevelopment of Centenary Park inclusive of the interface with the Beenleigh Aquatic centre redevelopment: a. Planning and design for the redevelopment of Centenary Park as a district park and interface with the aquatic centre. b. Invest in the upgrade of the park as a district park with identified embellishments that are suitable for the future increased residential population, as part of a strategy to increase green space and activation of parks in the centre.	Parks, EDS, SLF, LCI	Medium term
23	Street Art Activation Project: Project includes lighting installations, improved street lighting and public art for green links lighting installations, improved street lighting and public art for green links with the aim to transform key public open spaces, walls, pillars and bridge structures in Beenleigh through innovative, contemporary and imaginative street art.	EDS LCI, MKT, CS	Short term
24	Investigate the potential for a water park and/or water play area in the centre: Investigate the potential for a water park or water play area in parks, open spaces or aquatic facilities in the centre and identify suitable location/s for a water park and/or water play areas, determine the type of water park that will be suitable for the location and undertake a business case for the development of the facility.	EDS, Parks, SLF, LCI, CS	Medium to Long term

Social and Green Infrastructure



PUBLIC REALM (EDGE)

Create a sense of arrival on the edges of our activity centres and enhance our riparian and regional landscape structure

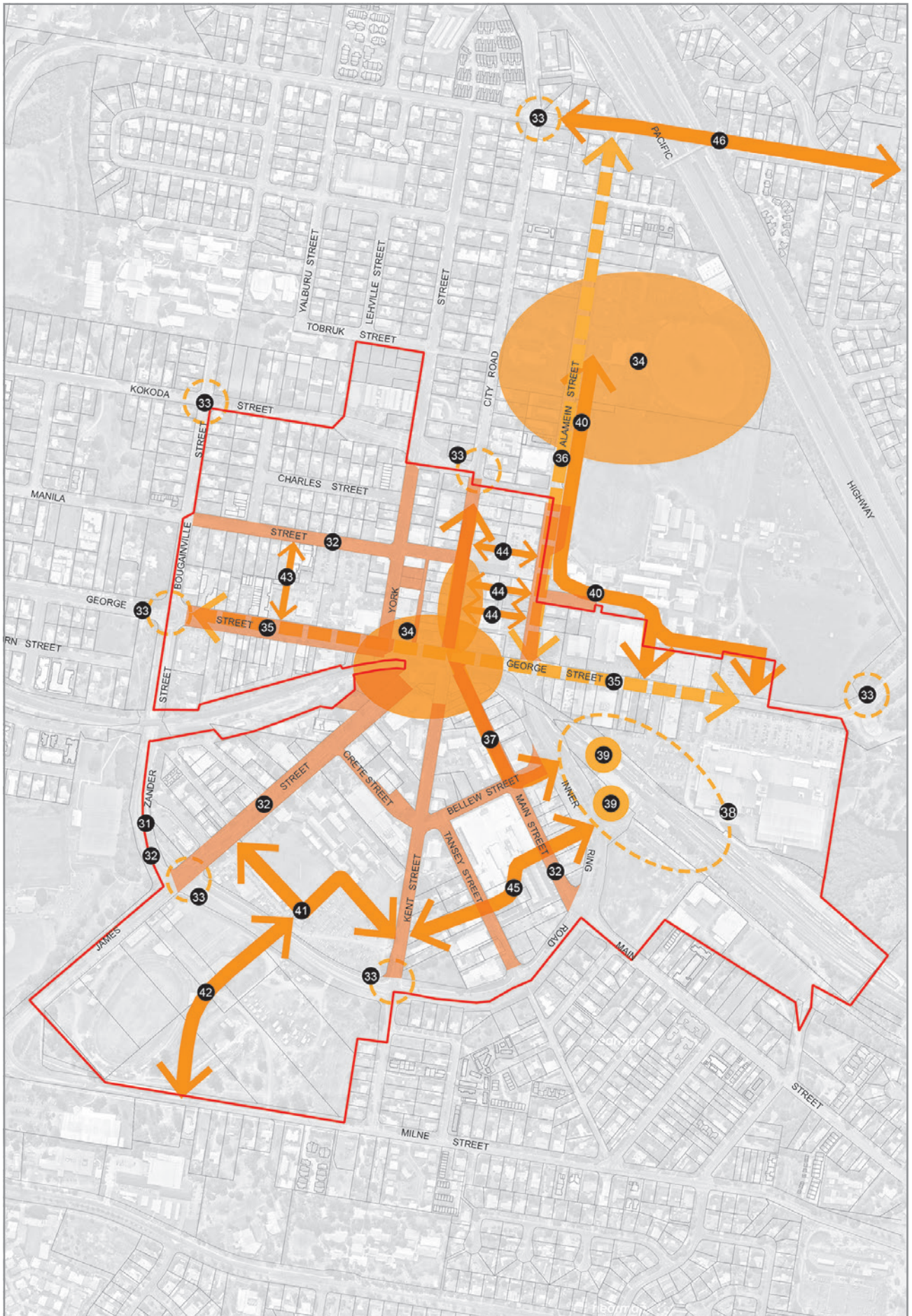
	ACTIONS	STAKEHOLDERS	TIMING
25	Landscape enhancements for the Pacific Motorway/Logan River Parklands: Design and deliver landscape enhancements in line with Council's Street Landscape Strategy inclusive of street art, smart lighting, soft landscaping and activation.	Parks, LCI, RIP, EDS, HEW	Long term
26	Upgrades to Hugh Muntz Park: Design and deliver upgrades to the park, inclusive of enhancement of the entrance and road frontage, creating interface opportunities through the improved connectivity and links to surrounding rivers, open space, and overnight parking of recreation vehicles. Proposals to align with the Logan City Street Landscape Strategy.	Parks RIP, LCI, CS, EDS	Long term



COMMUNITY INFRASTRUCTURE

Strengthening public and private sector community infrastructure that create a sense of social cohesion

	ACTIONS	STAKEHOLDERS	TIMING
27	Re-development of the Beenleigh Aquatic Centre and Centenary Park: Design and delivery of a re-developed aquatic centre will be inclusive of : a. The development of a 20 metre indoor program pool and water play area; b. The development of a 50 metre or 25 metre swimming pool to replace the existing swimming pool that will also consider the redevelopment of Centenary Park.	SLF EDS, AV, Parks, Community user groups, local sport and recreation clubs	a - Short Term b - Medium term
28	Develop a multipurpose Community Arts facility: Identify a suitable site for the establishment of a community arts centre, community arts facilities inclusive of workshops, studios and display spaces and facilities for community arts and cultural expression. It should be flexible and have adaptable spaces with high levels of accessibility and visibility within close proximity to the Beenleigh Train Station. Undertake a feasibility study for the facility and deliver the infrastructure.	CS, SLF, LCI, MKT, MC, AV, EDS, Local businesses and community groups	Medium to long term
29	Expand the safety camera network in Beenleigh: Upgrade and expand safety camera network inclusive of providing CCTV at key locations along the pedestrian and cycle network, focusing on pedestrian underpasses, the train station, civic spaces, and local shopping centres.	CS, EDS, AV	Short to Medium term
30	Review existing community infrastructure: Review the existing community infrastructure for potential re-investment to ensure it has the capacity to meet the needs of the projected growth of the activity centre. Facilities to be highly accessible and located in close proximity to public and active transport networks.	CS, EDS, AV	Short to Medium term



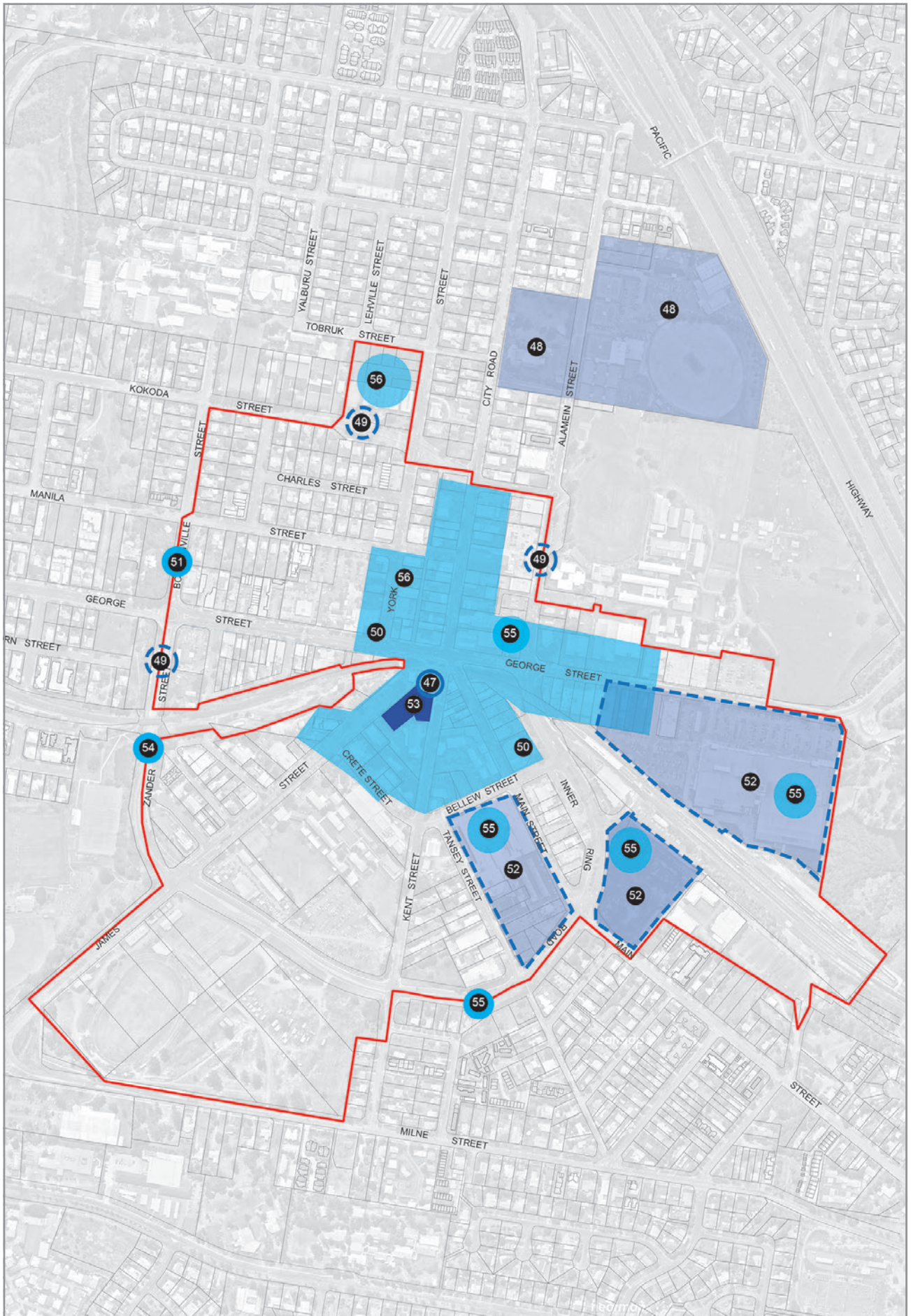


ACCESS AND MOVEMENT

Connect people physically, socially and digitally to their place and community

	ACTIONS	STAKEHOLDERS	TIMING
31	Parking plan for the activity centre core: Deliver an updated parking plan that summarises existing car parking options inclusive of detailed information regarding revised time restrictions through the Beenleigh Parking Strategy.	EDS, RIP, MKT	Short term
32	Smart Parking strategy: Research suitable providers, prepare a business case and implement the introduction of smart parking sensors in the centre to assist with parking management of the centre. The implementation of a suitable smart parking solution will identify available parking accurately and will assist with wayfinding.	EDS, RIP, CF	Short term
33	New legible wayfinding/directional signage to enhance the legibility of the town centre: Design wayfinding and directional signage inclusive of consistent line marking, signage, key entry statements and parking signs promoting the distribution of traffic along the ring road and provide directions to the M1 and key attractions in the centre.	MKT, RIP, RID, Media, EDS, SLF, State and Federal Government Members	Short term
34	Improve the digital connectivity for the activity centre: Introduce free Wi-Fi for key public spaces in Beenleigh e.g the Beenleigh Town Square, Centenary Park and Hugh Muntz Park and parts of City Road, George Street and Main Street.	CF, SP, SLF, MKT, EDS, AV	Short to Medium term
35	New principal cycleway along George Street: Design and deliver a new principal cycleway integrated with parking and streetscape enhancements and the wider cycle network through State funding. Planning to be undertaken in the short term to inform streetscape enhancement project.	RIP, RID, EDS, AV, DTMR	Short to Medium term
36	New principal cycleway along Alamein Street: Design and deliver a new principal cycleway integrated with parking and streetscape enhancements and the wider cycle network through State funding.	RIP, RID, EDS, AV, DTMR	Medium term
37	Improve pedestrian links between City Road and Main Street through to Beenleigh Station: Facilitate the improvement of the pedestrian links with the Beenleigh train station, inclusive of the integration of land use and key pedestrian desire lines and the integration of the Beenleigh bus and train station, in line with the recommendations of the Beenleigh Streetscape Master Plan.	Parks, EDS, RIP, MKT, MC, LCI, AV, DTMR, Translink and QR	Short to Medium term
38	Development of the Beenleigh Station Precinct Master Plan: Advocate for the development of a precinct master plan to establish better outcomes around the integration of public transport infrastructure with the activity centre and surrounding development sites. This is inclusive of the potential for a proposed third rail platform and impact on the future redevelopment of Beenleigh Train Station; active transport links; short and long term assessment of infrastructure and car parking facilities; and the safety and usability of existing car parking at Beenleigh Station.	EDS, RIP, WI, MKT, CECE, AV, CS Local business, DTMR, Translink and QR	Medium term
39	Upgrade and refurbishment of the Beenleigh bus interchange and train station including the Queensland Rail car park: Advocate for the upgrade of the Beenleigh bus interchange and train station, inclusive of links to surrounding catalyst developments; enhanced pedestrian links; short and long term assessment of infrastructure and car parking facilities; and the safety and usability of existing car parking at Beenleigh Station.	EDS, RIP, WI, AV, Translink and QR	Medium to Long term
40	Active transport link from George Street to the active lifestyle precinct: Design and deliver a new active transport link which will include smart lighting, CCTV and wayfinding signage.	EDS, MKT, Parks, DA, HEW, RIP, CS	Medium term
41	Pedestrian Connection between James Street and Kent Street: Facilitate the establishment of a pedestrian connection between James Street and Kent Street inclusive of smart lighting, CCTV and wayfinding signage.	Parks, EDS, DA, RIP, CF, CS, MKT	Medium term
42	Pedestrian Connection through the Beenleigh Showgrounds: Facilitate a pedestrian connection through the Beenleigh Showgrounds to increase connection of the Showgrounds with the activity centre, inclusive of smart lighting, CCTV and wayfinding signage.	Parks, EDS, DA, RIP, CECE, CS, CF, MKT Beenleigh Show Society	Long term
43	Pedestrian connection between George Street and Manila Street: Facilitate a pedestrian connection between George and Manila Streets inclusive of smart lighting, CCTV and wayfinding signage.	EDS, Parks, MKT, Parks, DA, RIP, CS	Long term
44	Laneway connections in the centre core precinct: Facilitate the development of pedestrian connections through activated laneway connections in the centre core precinct inclusive of smart lighting, CCTV and wayfinding signage.	EDS, Parks, MKT, LCI Parks, DA, RIP, CS	Medium term
45	Improved/new connections between Eagleby to Beenleigh: Investigate opportunities to establish a new road and cycle connection between Eagleby and Beenleigh.	EDS, RIP, Parks, RID	Long term

Precincts and Buildings



Precincts and Buildings



LAND USE

Facilitate precinct level master plans that support mixed land use opportunities and unlocking public and private sector investment

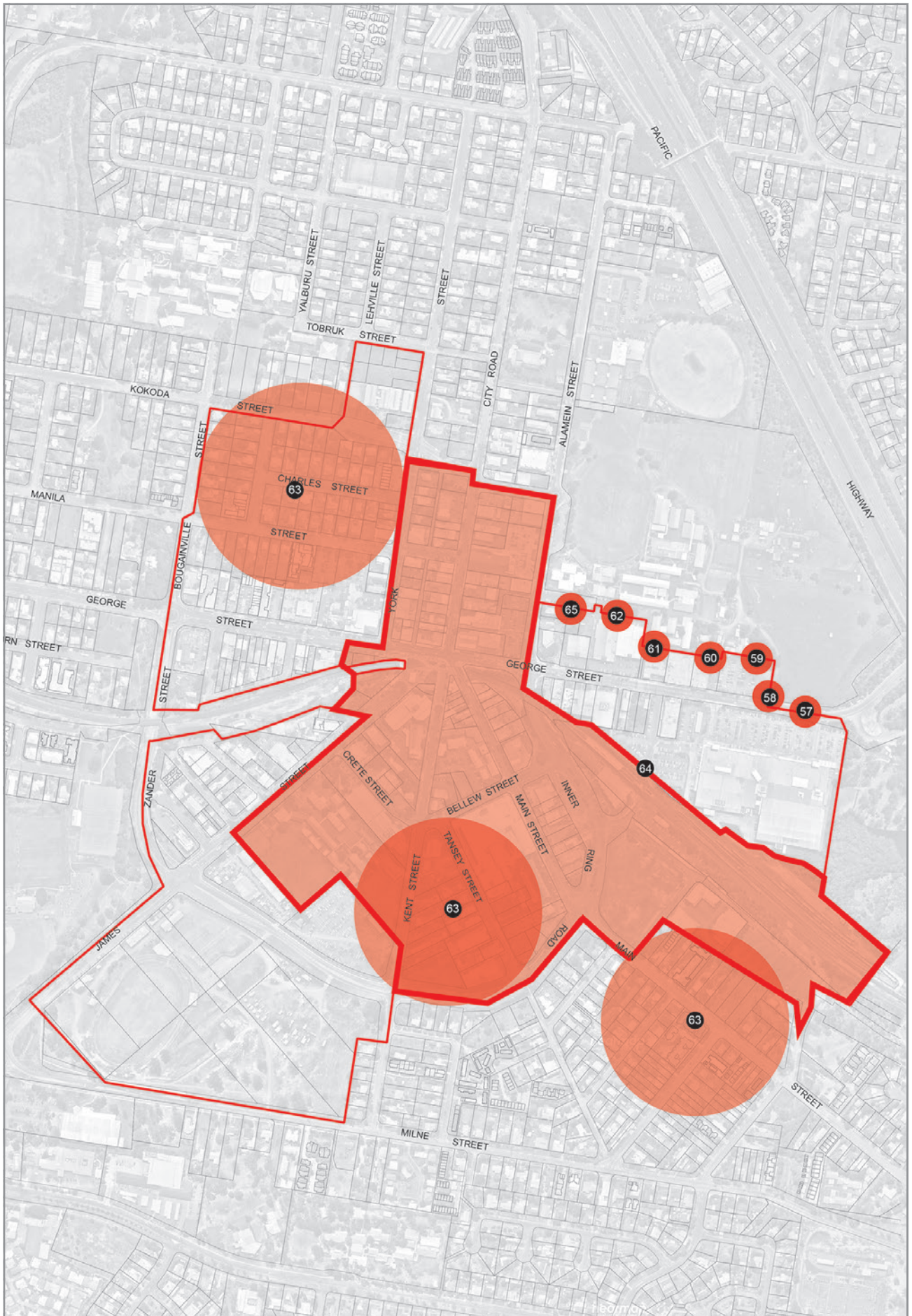
ACTIONS	STAKEHOLDERS	TIMING
<p>47 Deliver a container mobile office/retail space, information centre or business start-up in Beenleigh Town Square: Contribute towards activating the Beenleigh Town Square and attract new business opportunities to the activity centre.</p>	EDS, SLF, MKT, AD, Local business	Short term
<p>48 Active Lifestyle Sporting and Recreation Precinct Master Plan: Finalise a precinct master plan to foster an active lifestyle and sporting precinct around Dauth Park, Beenleigh Aquatic Centre, Centenary Park and Beenleigh State High School inclusive of the redevelopment of the aquatic centre; shared use arrangements with community groups; as well as other development opportunities within the precinct.</p>	SLF Parks, RIP, RID, WI, MKT, MC, LCI, EDS, EDS, AV, CS User Groups, State and Federal Members	Complete
<p>49 Car parking/multi modal/shared transport strategy for the activity centre: Review the location and extent of short term parking, share car and share bike stations, the future development and feasibility of multi-storey car parking station/s and a strategy to encourage higher levels of active and public transport use.</p>	RIP, ED, MKT, Media, CECE, EDS	Medium term
<p>50 Beenleigh Centre and Town Square Activation Strategy: Investigate the implementation of a strategy to incentivise outdoor dining, removal of red tape and cost to book the Beenleigh Town Square to activate the centre and assist with the creation of an entertainment and food precinct. Prepare and deliver programmed events including night markets, food markets, art exhibitions, pop up initiatives, and kids activities for the Beenleigh Town Square precinct to activate the activity centre through partnerships with community organisations and local business, to attract new business and events to the centre on a permanent basis. Create an entertainment and food precinct:</p> <ul style="list-style-type: none"> • Provide incentives for outdoor dining and the establishment of new restaurants or cafes • Review existing policies relating to outdoor dining fees to incentivise outdoor dining activities 	EDS, SLF, DA, Parks, MKT, Media, LCI, CS Market operator, Local businesses, Community, BYCC	Short term
<p>51 Facilitate the establishment of a cinema in the centre: In line with the Retail and Business Attraction Strategy identify potential cinema operators to establish in the centre and work with existing land owners to attract a cinema operator to the centre.</p>	EDS, DA, Existing and future landowners and businesses	Short to Medium term
<p>52 Shopping centre precinct level master plan: Work with landowners of the three key large land parcels that are suitable for shopping centre development to master plan and facilitate the upgrading and/or expansions and integrated development of the shopping facilities. The purpose is to create a retail node and facilitate linkages between the various shopping centres in the centre.</p>	EDS, DA, Landowners	Medium term



BUILT FORM

Site specific projects that incorporate exemplar and sustainable architectural outcomes

ACTIONS	STAKEHOLDERS	TIMING
<p>53 Upgrade of the courthouse and associated functions: Advocate to the State Government for the upgrade/relocation of the courthouse and associated functions and assist the Department of Justice and Attorney General (DJAG) in preparing a detailed concept plan that examines and advocates for further expansion of Stage 2 of the interface upgrade of the Courthouse Building and associated functions.</p>	EDS, Parks, SLF, AV, Department of Justice and Attorney-General, Queensland Rail, Queensland Police	Short to Medium term
<p>54 Feasibility study for multi-storey car parking station/s: Prepare a feasibility study for the preferred sites for future multi-storey car parks, including the economic return and viable charging regimes; land valuations; leasing of sites and associated costs; viability of land acquisition; design criteria; further development opportunities; and the intent of the Beenleigh Town Centre master plan.</p>	EDS, RIP, MKT, SLF, investLogan	Medium term
<p>55 Facilitate private sector catalyst developments: Explore opportunities to facilitate gateway and landmark buildings on key landmark sites in the centre, within the Integrated Health Precinct and buildings adjoining the town square.</p>	EDS, DA, investLogan, Key landowners and local developers	Ongoing
<p>56 Prepare a strategy to incentivise upgrading of buildings in the centre: Develop a strategy to incentivise building upgrades in the centre as part of the Beenleigh Town Centre Activation Strategy. Advocate for the upgrading of buildings in the centre and work with landowners to facilitate the upgrade of buildings and building facades, together with streetscape upgrades.</p>	EDS, DA, Landowners, BYCC	Short term





GOVERNANCE

Identifying and empowering people involved in or affected by our planning and urban design process

	ACTIONS	STAKEHOLDERS	TIMING
57	3D model of the Beenleigh activity centre: Develop an interactive 3D model for the Beenleigh activity centre as part of a spatial strategy for planning and development services inclusive of key urban design themes, and seven implementation strategies. Keep the model updated to demonstrate implementation of key new developments in the centre.	EDS, MKT, Media, DA	Completed
58	Incentivise early delivery of catalyst projects: Review various options to stimulate private investment and employment opportunities through incentivising key developments and landmark buildings.	EDS, MKT, AD, CEO, CF Local businesses and community groups	Ongoing
59	Place Branding and Marketing Strategy: Develop a place branding strategy for Beenleigh. Develop a marketing action plan and recommended collateral for the centre to achieve the outcomes of the place branding strategy and achieve the vision for the centre. Develop a program for the delivery of the Place Branding and Marketing Plan.	MKT, EDS, Media, CECE, State and Federal Members, BYCC	Short term
60	Place based specific events for the activity centre: Plan and host place based specific events with the purpose to engage with the community, stakeholders, developers and investors to catalyse development and investment opportunities in the activity centre.	EDS, MKT, CECE, CF, AV, CS State and Federal Members, BYCC	Short term
61	Targeted business and retail investment strategy: <ul style="list-style-type: none"> Develop a business and investment strategy to attract new investment to the centre inclusive of key issues and investment opportunities; targeting government administration offices in expanding their commercial offerings; and suitable lease structures and governance arrangements. Facilitate the establishment of a greater variety of shops and business in the centre and to attract new investments into the centre inclusive of: an analysis of existing retail tenancies; floor plans; vacancies; existing trends; key issues and investment opportunities; events that activate the centre; and attraction of land uses such as cinemas, offices, commercial uses, speciality retail and hotels. 	EDS, MKT, CECE, Local businesses, local developers and BYCC	Short term
62	Develop an environmental, social and economic scorecard: Establish diverse qualitative and quantitative measures that provide government, businesses and the community with an indication of the overall environmental, social and economic benefits of the key catalyst projects to provide a benchmark of the success of the development.	EDS, MKT, CECE, CS BYCC, local businesses and State and Federal Members	Short to medium term
63	Establish partnerships with housing providers and the development industry: Facilitate the early delivery of innovative residential accommodation and establish relationships with key developers within the activity centre.	EDS, CECE, CS, DA, Landowners, State and Federal Members	Ongoing
64	Create an Economic Development Zone for Beenleigh: Include the Centre Core, Civic and Community precinct and Bellew Street precincts as depicted in Figure 7.2.1.4.1 – Beenleigh Local Plan Precincts (Logan Planning Scheme, 2015) and explore future policy positions within this EDZ inclusive of the following strategies: Deferral of levied charges for development if the development is for: a) A mixed use development which has: (i) at least one shop or food and drink outlet on the ground floor of the development with an active frontage; and (ii) either: <ul style="list-style-type: none"> an office with a minimum GFA of 1,000m² that contributes significant economic, aesthetic and community benefit to the local area and the City; or an office with a minimum GFA of 500m² and a minimum of ten multiple dwellings that contributes significant economic, aesthetic and community benefit to the local area and the City. b) A movie theatre that contributes significant economic, aesthetic and community benefit to the local area and the City. The maximum amount of levied charges for the development which may be deferred is \$1million.	Council in partnership with the private sector	Completed
65	Establish a Beenleigh Activity Centre Advisory Group to represent the community, local business, local artists and property owners in the implementation of projects: Develop the terms of reference for the establishment of the Advisory Group to assist with overseeing and implementing key priority projects.	EDS, CECE, CS	Completed

The Ingredients of Good Placemaking



Collaboration and Creativity

- Urban renewal needs political will — report directly to the decision makers.
- Be collaborative and move beyond narrow interest groups or departments.
- Do an awful lot of market research — know your geo-economic space — develop a great business plan.
- Rely on independent and nationally respected champions.
- Know your strategic partners — build a coalition of the willing.
- Understand the extent of ‘subsidies’ so you can support rather than sponsor Government policies.
- Feature in regional conversations.
- Change the language but make sure the vision and messages are consistent.
- Be nimble — apply a light touch — maintain a level of agility.
- Know who makes or breaks your community.
- Find your Place champions — especially the young entrepreneurs.
- Be genuine in your engagement with the private sector.
- Continually engage with the community, local artists, performers, creative makers and thinkers.
- Don’t just be fast, be certain and clear and don’t move the goal posts.
- Accept that you don’t always get it right.
- Relinquish control and the belief that you know all the answers.
- Pace is important — point to progress.
- Be deliberate not ordinary — be successful not controversial.
- Light a candle and the moths will come.
- Reinvest your profits back into the Place.

Context and Custodianship

- Urban renewal is a process measured in decades and across generations.
- Create a Place Manager / curator — move beyond assets and operational needs.
- City making not building.
- The sign of a great city or precinct is the strength of its cultural and artist life.
- Businesses are placing a greater emphasis on the cultural amenity of their host city.
- Create a compelling destination.
- Prioritise what is durable and real.
- Play to your local strengths and opportunities — enrich the locale.
- What makes you unique?
- What is your competitive advantage?
- Focus on authentic urban design outcomes instead of marketing, branding or tourism fads.
- Populate a space with a good (and timeless) idea.
- Communities don’t care who delivers it.
- Deliver amenity and the estate works first where possible.
- Provide certainty at a local level by investing in physical, green and social infrastructure.
- Focus on catalytic interventions — half permanent and half temporary.
- Well placed community infrastructure is critical to urban renewal — it is your currency and contribution.
- Decide on how you will measure success and measure often — include an urban and social value.
- Allow qualitative performance based assessments.
- Invest in the process of getting there — keep implementation simple — what are the top five outcomes and how do we drive towards them.

Choice and Character

- Create a PLACE rather than simply constructing a building.
- Understand the power and relationship between public and privately owned land.
- Acquire land only if you need to and for ‘city making’ reasons.
- The scale of development is not just about the dollar but about the strategic outcomes.
- Don’t rely purely on State led projects to kick start the renewal process they are important but take longer to deliver.
- Spend your time and money working with existing landowners — get mixed use development happening and move on.
- Don’t under-estimate your contribution in providing developmental certainty, service and incentives.
- You can’t legislate for innovation so don’t rely on a code.
- Let the market decide — work with it — don’t force it.
- Don’t be a slave to the immediate market and be adaptive to long term trends.
- Target major tenants (civic, commercial, retail and institutional) that bring another place dimension.
- Focus on fine grain tenancies not just head offices and large floor plates.
- Attract and retain best practice businesses and industry leaders.
- Reward businesses and people who enhance the place experience.
- Promote speciality operators, festivals, exhibitions and events.
- Focus on employment sectors, job creation and essential services.
- Health and Education Services = Jobs (tertiary and vocational linkages are pivotal).
- Match an industry sector and skill set to your residents (workforce) and strategic vision.
- Job perception is linked to place perception.

Connections

- Urban renewal is about creating great streets not entry statements.
- Empower transport engineers to be part of the journey and the urban design story.
- Do a strategic network review — ‘think’ regionally and ‘deliver’ locally.
- Play the long game — get the urban structure right and stick with it.
- Quick access to a capital city is good but not essential.
- Focus on local hotspots that are complementary and well connected.
- Do the groundwork, make the connections, get uplift.

