



Logan City Council
Beenleigh Town Centre Master Plan Report

September 2011



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1.0 CONTEXT

1.1 The Purpose of the Report

Logan City Council has commissioned GHD to prepare a Master Plan for Beenleigh. The purpose of the Master Plan is to define a vision, development framework and implementation strategy to guide and direct investment in the Beenleigh town centre. The Master Plan aims to build on Beenleigh's many strengths and address the key challenges to enable the orderly growth of Beenleigh into a thriving town centre.

Beenleigh has been defined as a Principal Activity Centre under the South East Queensland Regional Plan 2009-2031 (SEQRP). The SEQRP envisions that the Beenleigh Principal Activity Centre (PAC) will serve catchments of regional significance and accommodate key concentrations of employment and provide for in-centre residential uses.

Recent local government amalgamations have resulted in Beenleigh's transfer from the administration of Gold Coast City Council to Logan City Council, providing the impetus to re-visit Beenleigh's role and function, particularly in light of its relationship to other centres within Logan's newly reformed boundaries and the policy context of a new planning scheme.

1.2 The Master Planning Process

A summary of the key planning and development issues currently facing Beenleigh will be completed to highlight the key challenges and opportunities to be addressed in the context of the Beenleigh Master Plan. Supporting the Master Plan will be a number of complementary and interrelated strategies that will provide the strategic framework for the Master Plan and will outline out a plan for the orderly growth of Beenleigh over the next 20 years to 2031. Key actions and recommendations from these strategies will form the basis for the implementation of the Master Plan vision for Beenleigh.

The Master Plan is a non-statutory document, providing the strategies that will inform the preparation of a Beenleigh Local Plan to be part of Logan's new Planning Scheme. Key recommendations and action items within this Master Plan are intended to guide specific Council initiatives and, ultimately, provide the basis for a local area plan for Beenleigh as part of Logan City Council's consolidated planning scheme.

The Master Plan is aligned with the regional planning framework for South East Queensland and informed by State Government Transit Orientated Development (TOD) guidelines. The development of the Master Plan has also involved consultation with numerous stakeholders in various forums.

Council released the Master Plan for public comment and feedback in late 2010. This was an important step in communicating the key directions of the Master Plan to the community.

Subject to the feedback received during this consultation phase, Council intends to finalise the Master Plan for endorsement by Council in 2011.

A number of other studies, such as the ongoing Social Impact Assessment and Community Plan, have informed this Master Plan well into the implementation phase.

1.2.1 Beenleigh Town Centre Local Plan

The Beenleigh Town Centre Local Plan, when included within the revised Logan City Planning Scheme will be the key document guiding future land use decisions within the town centre. Future development will need to reflect the intent and performance requirements of the Local Plan. The Local Plan will essentially enshrine the Master Plan recommendations into law and will implement aspects of the Master Plan which are best expressed within a regulatory context, such as building controls and certain site outcomes. The Local Plan writing process is currently underway and will be finalised after the Master Plan is endorsed by Council in 2011. The Beenleigh Local Plan will be a form of Logan's new Consolidated Planning Scheme for the City.

1.2.2 Logan Planning Scheme

Following local government amalgamations, which occurred in early 2008, Logan City has been required to prepare an updated, Consolidated Planning scheme, reflecting the revised administrative of the City. The update will also need to address the State Government's requirement for the implementation of standard planning scheme provisions (Queensland Planning Provisions).

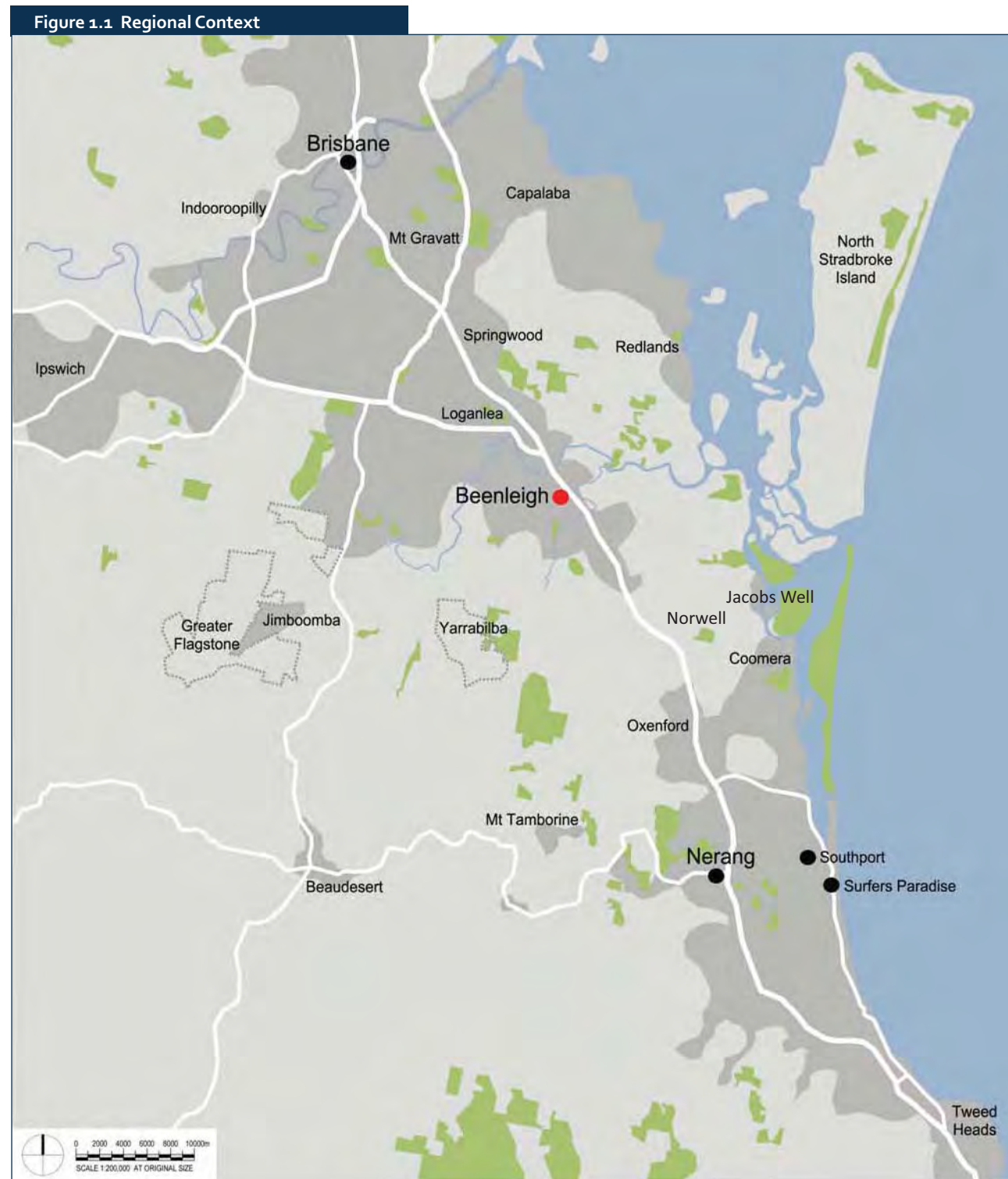


1.3 Background

1.3.1 Context

Beenleigh is located approximately 34 kilometres south of Brisbane's Central Business District (CBD) and is geographically located half way between Brisbane and the Gold Coast and is connected to these centres by means of two major transport corridors, the Pacific Motorway and the Brisbane to Beenleigh railway line.

Beenleigh is surrounded by Edens Landing, Holmview, Eagleby, Mt. Warren Park, Bahrs Scrub, Yatala and Loganholme (being geographically separated to the north by the Logan River). All of which generally fall within a greater catchment for Beenleigh, which is expected to extend as far as Ormeau and Tamborine, as well as including Wolffdene and Yarrabilba, emerging development areas. Traditional catchments to Beenleigh have also included the cane farming areas associated with Alberton, Staplyton (now an industrial area), Norwell and Jacobs Well.



Eagleby, directly adjacent to the Beenleigh Town Centre (west of the Pacific Motorway), has strong connections with Beenleigh. It is primarily a residential area, with some local facilities and services in its local catchment; however, the retail, commercial and community offerings of Beenleigh service the broader needs of the Eagleby community.

Yatala, 3 kilometres south of Beenleigh, is an existing commercial and light industrial area earmarked as an economic activity area and industry cluster for manufacturing and food production within the SEQRP. Yatala is seen as a major employment source for Beenleigh residents; however, traditionally has had poor transport linkages to Beenleigh (aside from the Pacific Motorway) due to the geographic separation of the Albert River.

Other areas peripheral to the Beenleigh Town Centre will be subject to significant growth in the future as emerging urban residential areas. In particular these areas include Bahrs Scrub and Holmview, which are still largely rural residential and rural in nature, but fringe the existing residential areas of Edens Landing, Winderoo and Mt Warren Park.

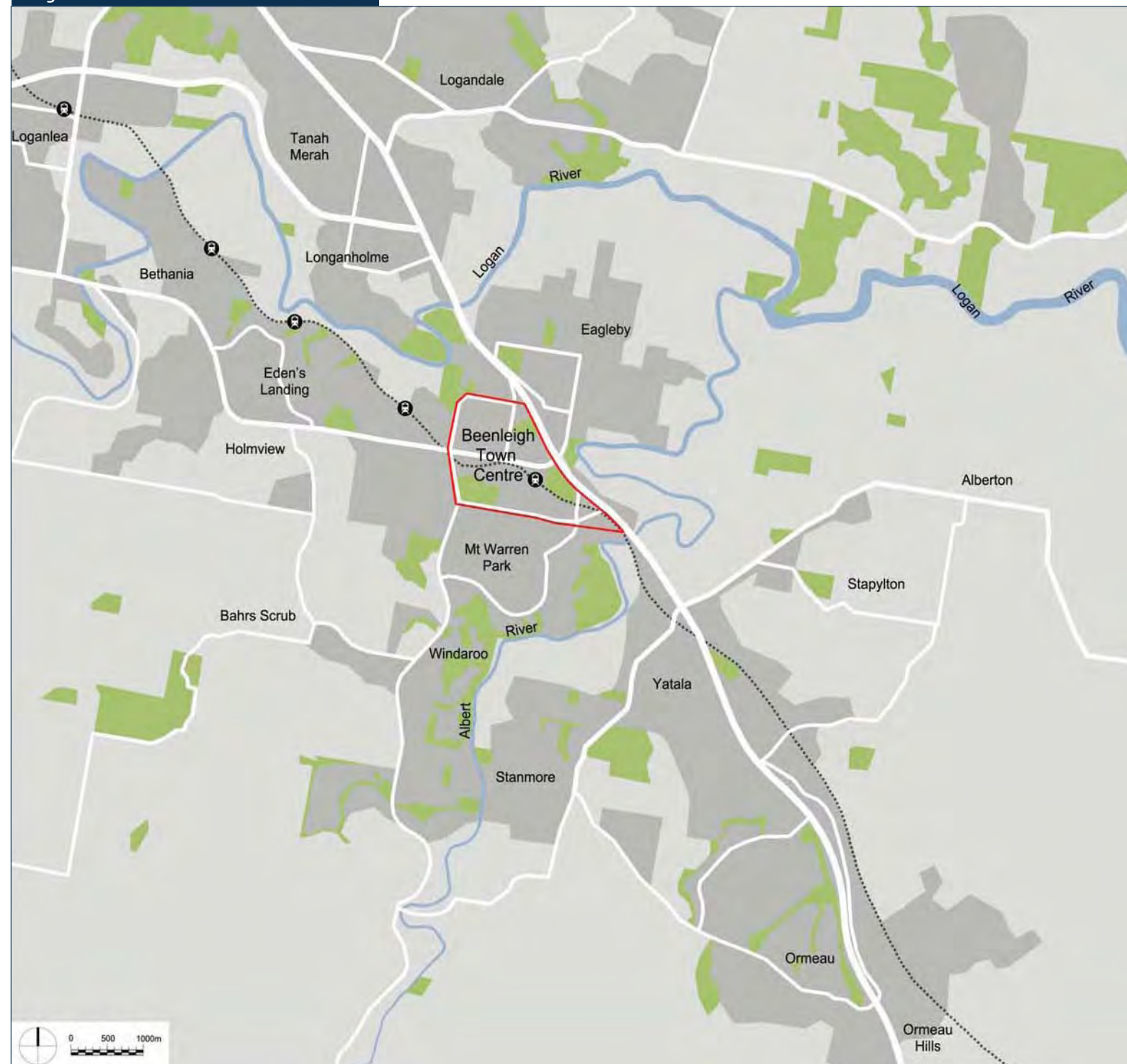
Holmview is currently undergoing piecemeal residential development, with infrastructure often lagging behind where significant augmentations are required to service these urban residential subdivisions. The Tey Brothers abattoir, a major employment and economic contributor to Beenleigh, is located within the area.

Bahrs Scrub, is an emerging development area of high relevance to Beenleigh. Council is currently preparing a Local Area Development Plan which is detailed local planning process, identifying broad land uses and infrastructure servicing requirements.

Each of these emerging areas have the potential to directly contribute to growth within the retail and commercial sectors of Beenleigh if the centre is seen as an attractive and viable alternative to other centres along the Brisbane – Gold Coast Corridor.

Beenleigh has a strong social and economic relationship with Brisbane, particularly for employment, higher order health facilities and services, tertiary education, recreational, cultural and arts amenities and higher order commercial, legal and financial services. However, uniquely, Beenleigh is located along two major regional transport corridors, the Pacific Motorway and the Brisbane to Beenleigh railway line, which provide Beenleigh with commuter access to the Metropolitan centres of Brisbane and the Gold Coast. This established co-dependency provides the opportunity for 'origin based' transit oriented high density residential development to be facilitated with Beenleigh.

Figure 1.2 Local Context



1.3.2 Local Government Boundary Changes

Prior to March 2008, Beenleigh and surrounding areas formed the northern edge of Gold Coast City Council; however, local government amalgamations in 2008 resulted in all areas north of the Albert River being transferred to Logan City Council (including Beenleigh, Eagleby and Winderoo). These amalgamated areas also included extensive northern areas of the former Beaudesert Shire Council, including Cedar Grove, Jimboomba, Greater Flagstone, Yarrabilba and Logan Village.

The underlying rationale for the amalgamations were understood to be based on the strength of cross-border relationships with Logan City and elements such as regional road, rail and public transport connections, employment and economic development opportunities and infrastructure provision. It was considered that Beenleigh would complement Logan's well established retail and commercial hierarchy, being defined by a principal centre to the north at Springwood and a southern principal centre at Beenleigh, with major activity centres servicing the balance of the areas at Browns Plains, Logan Central and the Loganholme (Logan Hyperdome).

1.3.3 Population and Employment Context

In 2006, the Beenleigh Statistical Local Area (SLA) had a population of 8,366 people. The Planning Information and Forecasting Unit (PIFU) of the Department of Infrastructure and Planning estimates that Beenleigh Statistical Local Area had a population of 8,431 people in 2009 and will increase to a population of 17,397 people in 2031. However, the Study Area is approximately one third of the SLA and in 2006 there were approximately 2,000 people living within the Study Area. Using the PIFU figures, Council estimated that this population would grow to 6,000 people within the Study Area.

The South East Queensland Regional Plan 2009 – 2031 (SEQRP) nominates that Logan City has the potential to accommodate a minimum of 70,000 new dwellings by 2031, with a minimum of 20,000 (29%) of these proposed as infill development. The SEQRP notes that the population of Logan as 260,000 people in 2006 with a projected population of 434,000 by 2031.

A more recent review of the SEQRP figures, prepared by the Queensland Treasury (Office of Economic and Statistical Research) in 2011, suggest that the recent growth trends are predicting a further 18,184 people will reside in Logan by 2031 (OESR 2011). This is in addition of the already projected 434,000 in the SEQRP and therefore increases the projected population for Logan City to 452,184 by 2031. □
As a Principal Regional Activity Centre, Beenleigh can be expected to accommodate a notable proportion of this additional population. Beenleigh has the capacity to accommodate at least 25% of this

additional expected growth (4,545). Furthermore, the SEQRP and the Transit Oriented Development (TOD) Guidelines identify Beenleigh as an Activity Centre TOD Precinct capable of accommodating a higher density range of 40+ / 140+ dwellings per hectare with the permissible density being subject to walking distance from the train station. The higher densities identified in the TOD Guidelines will promote population growth. Combining the population figure from the PIFU projection (6,000 people) with the more recent figures projected from the OESR (4,545 people), it is estimated that Beenleigh will have a population of 10,545 in 2031.

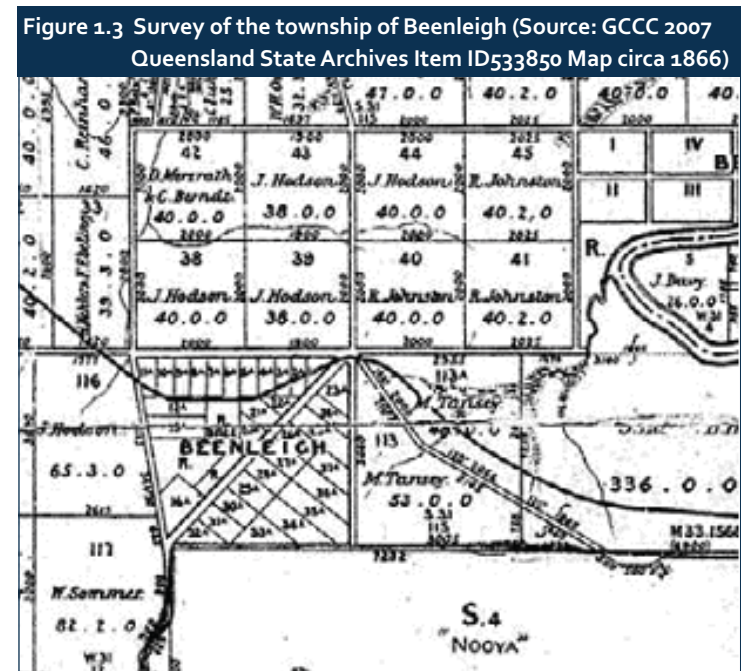
1.3.4 Historical Context

Beenleigh's urban development was primarily stimulated by the Gold Coast boom and Brisbane's post-War expansion in the 1960s. Significant agricultural settlement began in the sub-region in the 1860s and generally, dispersed farming communities within the area were serviced by scattered villages and towns, with the establishment of larger towns hampered by the geographic factors, such as difficulties crossing the Logan and Albert rivers, slow communications and poor road connections.

Farmers eventually established a church, school and essential trades in Beenleigh, which was named after the Beenleigh Sugar Plantation established in 1865, and this triggered government interest in the town.. The 1871 census recorded Beenleigh as a township, along with Logan Village and Waterford, and during the sugar boom in the 1870s and early 1880s the towns grew. By 1881, Beenleigh was the most significant of the three.

The area that is now known as the town of Beenleigh was established at the intersection of five roads, from the Yatala ferry, the Waterford ferry, Pimpama, Cedar Creek and the Albert River. The original government survey of Beenleigh imposed a conventional 19th century rectangular grid pattern which was then adapted to the pre-existing five-ways intersection. The official town reserve was only 46 hectares and this facilitated relatively dense development on the south west side of the radial intersection, along George Street (west), James Street and Kent Street. The surrounding area consisted of rural allotments averaging 40-50 acres (as depicted in Figure 1.1), which have now largely developed into urban residential areas (where not affected by flooding constraints).

During the sugar boom, manufacturing industries emerged to further process sugar products and occupy plantation workforces during seasonal down turns. Several rum distilleries were established, including the Beenleigh Distillery, which remains a local icon. The Beenleigh Show Society, still currently the owner of a 13.7 hectare site in Beenleigh, was established in 1874 during the peak of the sugar boom. The objectives of the Society being "...the establishment and development of the



agricultural, horticultural, industrial and mining industries of the district, the improvement of livestock and such other subjects as the Society may deem desirable for the advancement and progress of the district."

Declining sugar prices, global recessions, regular floods and drought placed pressure on the small plantations, which had to develop more efficient farming practices or become unviable. Movements towards a more centralised milling system to create efficiencies in the sugar industry contributed to a gradual ongoing decline in the areas rural activities. Subdivision down to smaller farms and closure of sugar mills occurred when sugar failed as the dominant crop. Farmers then diversified to produce other crops, such as arrowroot and maize, but dairying became the more popular option in the area.

The development of Beenleigh, nevertheless, stagnated, with minimal population growth occurring from the turn of the century to World War II. Post war, however, saw an increase in the urbanisation of Beenleigh, which benefited from being positioned between Brisbane and the rapidly growing Gold Coast and became a popular rest stop for travellers. Highways built in the 1970s by-passed the town, however, its growth continued due to the pressures of Brisbane's outward suburban expansion. The revival of the local sugar industry in the 1960s also contributed to local prosperity and a residential housing boom resulted in Beenleigh. Much of this housing stock still influences Beenleigh's urban

character today. Despite urban encroachment, Beenleigh maintained a strong rural identity due to the ongoing cultivation occurring in surrounding canelands and farms particularly in areas to the east of Beenleigh such as Alberton, Woongoolba, Steiglitz, Norwell and Jacobs Well.

1.4 Policy Context

The primary documents which inform the land use planning framework for Beenleigh and which have guided the preparation of the Master Plan, include the following:

State Planning Framework;

- SPP 2/10 South East Queensland Koala Conservation
- SPP 1/92 Development and Conservation of Agricultural Land 1.0
- SPP 2/02 Planning and Managing Development involving Acid Sulfate Soils 1.0
- SPP 1/03 Mitigating the Adverse Impacts of Flood, Bushfire and Landslide 1.0
- SPP 1/07 Housing and Residential Development 1.0
- SPP 2/07 Protection of Extractive Resources
- Queensland Planning Provisions
- State Regulatory Provisions

The primary implementation mechanism for these policies will be the new planning scheme and will not be directly addressed as part of this work.

Regional planning framework including;

- SEQRP 2009-2031;
- South East Queensland Infrastructure Plan and Program 2010-2031;and
- the draft Connecting SEQ 2031 – An Integrated Regional Transport Plan for South East Queensland
- TOD Guidelines (also referenced in the SEQRP)

Local planning framework

- Gold Coast Planning Scheme 'Our Living City' (2003)
- Gold Coast Activity Centre Strategy (2007)
- Draft Local Growth Management Strategy (2007) (LGMS)



For the purpose of their context and relevance to the Beenleigh Master Plan, the documents most applicable have been specifically discussed accordingly.

South East Queensland Regional Plan 2009-2031

The SEQRP provides the framework to manage growth, change, land use and development in SEQ to 2031.

The SEQRP seeks for South East Queensland to include cohesive, inclusive and healthy communities which have a strong sense of identity and place, and have access to a full range of services and facilities that meet diverse community needs. The SEQRP acknowledges that demographic factors such as an ageing population, declining fertility rates and changing migration patterns as well as economic factors such as employment, education and training opportunities influence where people are able to live. Also, the importance of the availability of affordable housing for sectors of the community which face social, cultural and locational disadvantages is recognised.

In urban fringe locations, such as Beenleigh, increasing population density within the centres has the ability to create opportunities for some sections of the community, but can disadvantage and limit choice for others. Community issues and needs must be considered in planning processes. Social issues currently affecting Beenleigh have been outlined in the Key Challenges and Opportunities section of the Master Plan and strategies to address these, as identified in the Beenleigh Social Needs Assessment by Elton Consulting (2010), will be discussed in the Social Infrastructure Strategy.

The SEQRP's preferred settlement pattern is to encourage infill development within existing centres and established urban areas and supports an urban framework where transit corridors link residential areas to employment locations. The SEQRP supports reduced reliance on the motor vehicle and the creation of walkable neighbourhoods. The SEQRP recognises that transport plays a fundamental role in supporting a compact urban form and mixed land uses, planned in conjunction with accessible transport options, (i.e. transit orientated development) have the ability to offer quality lifestyle alternatives to residents.

The SEQRP supports the most efficient use of land for urban development in order to accommodate the rapid growth projected for the region. Importantly, the SEQRP requires that employment and trip generating mixed use activities be contained within activity centres, located on priority and high frequency transit corridors. State government facilities (for health, education, justice, community and administration) are intended to be located within regional activity centres and out-of-centre land use activities are discouraged.

Increased residential densities are to be developed in key activity centres to provide optimal use of transit corridors. Detailed land use and infrastructure plans for regional activity centres are required to guide land use, transport, infrastructure delivery and the development of quality urban design and public spaces. Regional activity centres are to provide a focal point for the community and encourage multi-purpose trips which promote shorter travel distances and reduced usage of the motor vehicle with greater emphasis on other modes of transportation through integrating land use and transport to support walking, cycling and public transport. The transport and transit components of the SEQRP being underpinned by Connecting SEQ 2031: An Integrated Regional Transport Plan for South East Queensland which will be discussed further in the following section.

The SEQRP includes Beenleigh as a PAC within its activity centre network. The purpose of the PAC is to provide concentrations of employment for business, major comparison, convenience retail and service uses (within its regional catchment) whilst having a secondary emphasis on administration services, with government offices of health, education, cultural and entertainment facilities to be located within its core. Accordingly, Beenleigh is intended to act as a sub-regional administrative base for government and office-based activities as well as provide business services to Yalata and Ormeau. Dense residential and mixed use supporting the existing public transport system should be the priority, with the centre to form a key activity node along the regional transport network. As a PAC, Beenleigh is expected to accommodate and increase in additional population. Densities for activity centres are identified within SEQRP transit orientated development principles and TOD guidelines.

All of the aspects outlined above will be central elements of the master plan, with each of the Master Plan Strategies promoting the role of mixed use and increased residential densities within the centre, with

- The Access and Movement Strategy emphasising a modal preference for walking, cycling and public transport;
- The Land Use Framework encouraging an intensification of land uses within specific precincts, including raising residential densities and establishing mixed use precincts within proximity to the railway station;
- The Social Infrastructure Strategy addressing community and social uses within the town centre;
- The Urban Form and Density Strategy outlining the built form and urban design outcomes proposed the town centre;
- The Public Realm and Open Space concentrating on amenity and streetscape appeal, facilitating an environment which is conducive to pedestrian activity and a public realm that the local community will use; and

- The Business Strategy promoting economic development within the Town Centre through a number of market sectors including increased residential density, links with the Yatala Enterprise Area and establishing its focus as a sub-regional administrative base for government and office-based services.

The draft Connecting SEQ 2031 – An Integrated Regional Transport Plan for South East

The draft Connecting SEQ 2031 – An Integrated Regional Transport Plan for South East (Connecting SEQ) will be the 21-year regional transport plan which serves the long-term needs of South East Queensland residents. Connecting SEQ has been developed as the guiding transport planning and policy document to support the SEQRP and in doing so adopts an integrated approach to transport and land use planning. Connecting SEQ identifies public transport hubs along activity centres and has the policy approach that the region's centres should be developed around these hubs to create a region of multiple centres connected by corridors served by high frequency transport services.

An ambition of the plan is for people to be able to move around their communities without a car. The plan has the vision for '15 minute' communities where local services, entertainment and recreation are nearby and public transport services are readily available within '15 minutes' of where you live. Detailed network strategies in the plan require activity centres, such as Beenleigh, to establish strategic road hierarchies utilising by-pass routes to remove traffic from centres to promote walking and cycling within their urban core. Where there is an existing road carrying high volumes of traffic through the Town Centre, they are to become 'community boulevards'. 'Community boulevards' are intended to create a low speed environment, featuring multi-modal roads providing for buses, cyclist and pedestrians, with high traffic volumes being directed to a ring road or by-pass route away from the centre. The plan proposes that an UrbanLink bus network be implemented, including a proposed link between Yarrabilba and Beenleigh in the future. The plan's active transport strategy includes signature projects such as;

- Continuing to develop the regional bikeway network which connects centres along the key transportation routes (separated from traffic) and continued implementation of the SEQ Principal Cycle Network Plan;
- Completing of a cycle network within 5 kilometres of the region's activity centres;
- Providing walking and cycling routes that connect to major public transport stations and stops; and
- Providing walking and cycling routes to schools and other educational facilities to encourage more people to walk and cycle.

All of the strategies identified above are of key relevance to Beenleigh and the key directions of this report will be reflected within the Land Use Framework and Access and Movement strategies of the Master Plan.

1.5 Definition of the Study Area

The core activity areas of Beenleigh have been defined as the Study Area for the Master Plan. Accordingly, the Study Area will be defined by Logan Road to the north, Boundary Street to the west, Milne Road and Distillery Road to the south and the Pacific Motorway to the east as depicted in Figure 1.4. The Town Centre will reflect an area approximately one third less than the Beenleigh Statistical Local Area as defined by the Australian Bureau of Statistics, which comprises an area of 788 hectares.

The Town Centre encompasses areas containing the key historical elements of Beenleigh including the Showgrounds, hotels along George Street, the original shopping precinct along Main Street and the Beenleigh Historical Village.

The Town Centre will be divided into two vital elements, the Town Centre Core and Frame. These areas will be delineated by Kokoda and Lae Streets to the north, Hugh Muntz Park to the east, Zander Street to the west and Inner Ring Road and Alamein Street to the south.

Essentially the Town Centre Core will encompass the key town centre mixed use, commercial, retail and residential precincts which will engage with the public realm associated with key radial routes emanating from the six-ways intersection, commonly recognised as the heart of Beenleigh. The Frame areas will primarily contain the less intense and more peripheral supporting uses such as residential, educational, sporting and recreational uses.

Figure 1.4 Extent of the Study Area



2.0 STRENGTHS, CHALLENGES AND OPPORTUNITIES

2.1 Key Challenges for Beenleigh

The Vision and Key Issues Summary Report, September 2009 provides a summary of a full range of issues gleaned from a review of previous supporting studies, strategies and the current planning framework for Beenleigh, canvassing areas such as land use planning, the economic and business development of Beenleigh, access and movement, urban design and placemaking, environment and social issues. In consideration of these, a number of challenges for Beenleigh are summarised as follows.

Latent Development Capacity of Beenleigh

It is estimated that the existing Beenleigh Local Area Plan allows up to 3.19 million square metres of development (across all use types); with current development representing less than 10% of the latent capacity of the planning scheme.

Current forecasts reveal the Town Centre will expand to 252,215m² of commercial, retail, industrial and community uses by 2031. These forecasts account for less than 20% of the capacity identified within the current planning scheme.

The current planning framework demonstrates a significant over-allocation of commercial and retail development; based on current forecasts, Beenleigh is unlikely to achieve the built form outcomes promoted by the current Local Area Plan.

Ambiguity surrounding the role and purpose of Beenleigh Town Centre

It is apparent that the centre is not currently functioning as a Principal Activity Centre; with limited retail choice, large destinations including Logan Hyperdome are more attractive to consumers. Beenleigh's retail trading environment is likely to continue to be impacted by Logan Hyperdome, with Beenleigh unlikely to be a major destination for higher order comparison shopping in the short to medium term.

Current land uses within the centre have a relative low intensity compared to intent for a Principal Activity Centre as described by the SEQRP, with the Town Centre core area being relatively underdeveloped.

Dispersal of commercial and retail activity growth

The current Beenleigh Town Centre Local Area Plan encourages dispersal of the future growth. The Town Centre core is proposed principally as a commercial area providing a future 'CBD' focal point around the intersection of City Road, Kent Street and George Street (with office buildings up to 30 storeys); however, the core commercial area spreads across an extensive footprint, generally from Bougainville Street in the west to the Pacific Motorway to the west, and from Lae Street in the north to Alamein Street in the south (within Precincts 1, 2 and 3 of the

LAP). The LAP in its current form does not promote the centre as a more compact, higher density mixed use built form,

An existing land use survey undertaken by GHD (2009) revealed relatively low vacancy rates for businesses within Beenleigh. However, in general, the business activities were highly dispersed and lacked a core focus area. Scattered commercial uses in predominantly residential areas, such as Manilla Street and City Road, and existing motorway oriented uses adjacent to the Pacific Motorway are reflective of the dispersed nature of Beenleigh's commercial activities. The development of isolated shopping centres over time, featuring an anchor tenant, such as a supermarket or discount department store (such as the Coles site and Beenleigh Marketplace), exacerbate this trend.

Lack of residential intensification in the Town Centre core

The current Local Area Plan proposes residential intensification, however, supports this in areas which are isolated from the activity centre (Precincts 5, 11 and 12) compromising the ability for these precincts to activate the Town Centre.

A range of housing types are available with Beenleigh, however, these areas are generally located outside the Town Centre core and largely form the fringing suburban areas of Beenleigh. The predominant housing form of single detached dwellings, with some multiple unit development, is a characteristic of typical suburban areas. However, new multiple unit developments have typically been located outside of walking distance of the Town Centre.

Limited government services available in the Town Centre

The policy intent for Beenleigh to evolve as a key regional centre has been clearly expressed in current and earlier government frameworks, with Beenleigh to provide for office and business services within the region, including regional government offices. However, limited government services are currently provided within the centre, with government decisions resulting in key major institutions such as a hospitals, TAFE colleges or universities being located elsewhere.

Need for community and recreational facilities

Apart from the schools and sporting facilities, the centre has limited and scattered community facilities. There is a poor physical configuration of the community facilities, with activities dispersed to the north (Aquatic centre and Dauth Park) and to the south (library and theatre in Crete Street).

Beenleigh is characterised by lower incomes and higher levels of unemployment. There are lower levels of home ownership and a very high proportion of public and private rental housing (public housing

double the state average). Beenleigh has a relatively high percentage of young people (aged 5-14 years) and single parent families, (25% compared to the Queensland average of 10%) as well as a relatively high proportion of older people and of lone person households.

Weekly household incomes in Beenleigh are lower than the Logan City average and Beenleigh has lower levels of educational achievement and a high proportion of works within the semi-unskilled occupational categories. Generally, Beenleigh and surrounding suburbs reflect a relatively low demographic profile.

Beenleigh has higher than average crime rates, however, features strong and active community groups, including sports groups, PCYC, community organisations, senior citizens, cultural groups, business groups and social service providers.

Major deficiencies in terms of community and health facilities for Beenleigh revealed by previous studies include the need for a hospital and tertiary education facilities, improved access via public transport to out of centre facilities and the provision of social services to special needs groups. Council recently commissioned a social needs assessment for Beenleigh and Bahrs Scrub, prepared by Elton Consulting, who have provided a number of recommendations which have been further discussed within the Business and Social Strategies of the Master Plan.

Recreational activities and open space are generally poorly connected to the Town Centre core. The Showgrounds, on the corner of Kent, James and Milne Street, provides an important seasonal event space within the Town Centre, with the local show being a pre-long standing cultural icon within the Beenleigh community. However, the Showgrounds site remains under-utilised during much of the year and has potential for more diversified use.

River Catchment and Flooding

Updated information is currently being undertaken by Council which may have an impact on future development opportunities.





Lack of encouragement for public transport

The public transport facilities around the transit centre are of poor quality and do not encourage public transport patronage. In particular, the safety of public transport facilities at night or after work is a concern (especially during the winter months).

Whilst bus services currently service the Beenleigh Town Centre quite well, services within Beenleigh's broader catchment are limited and offer a low level of frequency. There are no local bus services to Bahrs Scrub, Bannockburn and Waterford; and only relatively infrequent local buses servicing Eagleby, Mt Warren Park and Windaroo. While a high frequency bus service is planned to Windaroo, public transport connections to and from Eagleby is considered a priority. Inadequate frequency and coverage of Yatala by public transport is also key challenge for Beenleigh, in light of it's the economic and social links between Beenleigh and Yatala.

Car dominance in the Town Centre and perceived lack of car parking

Anecdotal observations indicate that the Town Centre can become quite congested due to a large number of vehicle movements through the town centre. This is attributed to trips for out of centre destinations, such as access to other surrounding suburbs (for example, Eagleby), however, may also be exacerbated by residents seeking to access local community facilities, such as schools, during busy periods.

There has been a long held belief that there is an inadequate provision of car parking within Beenleigh.. Initial investigations indicate that this is likely to be due to the lack of appropriate parking management strategies, rather than a lack of supply. In particular, long term parking by rail commuters and employees, and parking and access associated with the district court house appear to be impacting on the availability of short term parking in some parts of the Town Centre.

2.2 Strengths and Opportunities

Key strength and opportunities within Beenleigh include the following.

The existing urban structure of Beenleigh

The existing historic Town Centre structure of Beenleigh, based on its original survey in the 1800's, is conducive to being a walkable Town Centre. This urban structure is unique to Beenleigh and is not reflected in any other centres within Logan City. Unsympathetic development and dispersed land uses within the centre have discouraged this type of activity in the past; however, streetscape and the public realm improvements have the potential to encourage pedestrian activity and revitalise the area.



Transit Centre

The South East Queensland Infrastructure Plan and Program 2009 -2026 (SEQIPP) included a project to upgrade the current dual track of the Brisbane to Beenleigh railway line to a three track railway by 2026, with the potential to include the partial relocation or extension to the existing railway station. Although this item has been removed from the current SEQIPP 2010 – 2031 document a rail feasibility planning study was recently completed for Department of Transport and Main Roads (2010). The purpose of the planning study was to ensure that sufficient corridor space is identified for future implementation of a third and fourth rail track, that additional platform requirements could be met, and the integration of the bus station to form the district transit hub. Beenleigh is also identified in the IRTP as a Coast Link station, and this will be a major catalyst for future growth within Beenleigh.

Prior to any upgrades in railway capacity which appear to be long term, there is a significant opportunity for investment in the public realm of Beenleigh in the short term. Improvements to the accessibility and safety of the railway station for users will be essential with the upgrade; however, the creation of a strong pedestrian environment between the transit centre and the Town Centre will be an important supporting mechanism for the project, encouraging an increase in public transport patronage and activating adjoining land uses in the short term.

Showgrounds

A future road is planned to be constructed through the showgrounds land as the final link in Beenleigh's inner ring road. The land is expected to be acquired by Council in the short term. The road will subdivide the Showgrounds land, producing two significant parcels to the north of the new road, and a larger remnant area to the south. The creation of these individual parcels will generate re-development opportunities for the site.

The Showgrounds are currently used for a variety of activities and events, including the annual Beenleigh and District Show, Rodeo, a caravan park, and weekend markets. A variety of non-government organisations also operate out of buildings within the site.

Key priorities for any re-development at the site will be sustaining the financial viability of the Show Society and annual show. An improved financial return must be via range of community-based revenue sources. Revenue sources may include the lease, sale or development of parcels, growth of the existing weekend markets, increasing the calendar of events and broadening activities at the Showgrounds.

The Showgrounds are a key destination and activity within the Town Centre and have the potential to contribute to the community realm for Beenleigh. The opportunity exists for the Council to assist the Show

Society in securing a sustainable future for the Showgrounds land. This should include the preparation of a master plan over the showground's land with a supporting business plan.

Creative arts and Community initiatives

The Beenleigh and Bahrs Scrub Social Needs Assessment prepared by Elton Consulting evaluated existing community facilities and services within Beenleigh. They were found to be old, out of date in terms of design and functionality, to be operating at capacity and unable to address future demand. Elton Consulting provided a number of recommendations, which include the development of multi-purpose performing arts and community activity spaces, featuring contemporary and flexible spaces for a range of user types. An opportunity has been identified in the area of community arts, where young population can engage in creative industries with facilities containing design studios, workshops and showcase spaces to be developed within the area. Particularly, a district level youth facility with a cultural, arts and technology focus, containing social activity areas, training and technology rooms, and the like, has been identified for Beenleigh, encouraging a high level of youth involvement. The option to combine facilities to form an 'incubator precinct' as a government led initiative is a significant opportunity for the centre.

Town Square

The creation of a vibrant and active civic space centred on the current six-ways roundabout within Beenleigh will be an important economic and social stimulus for the Town Centre and set the tone for the subsequent revitalisation of adjoining streets.

In addition to being a catalyst and stimulus for economic prosperity and rejuvenation, the Town Square will activate the public realm and provide an important source of community interaction. The Town Square will be an asset to the community and will link existing community activities to the south (i.e. the District Courthouse) and the commercial nodes to the north and south east (City Road and Main Street).

Transit oriented development

Opportunities exist for Beenleigh Town Centre to become a high quality transit oriented community providing residential and employment opportunities with a focus on achieving an economically and socially sustainable destination. This aspiration is in line with Beenleigh's status as a PAC and future development should be in line with SEQRP minimum housing targets and the associated TOD guidelines. Infill development and increased density within the Town Centre will benefit existing and proposed residents by capitalising on an integrated and efficient public transport network as well as through the creation of new facilities, services and public spaces.

3.0 SHAPING THE OVERALL STRATEGY

3.1 Vision

Following the analysis of the challenges, strengths and weaknesses of the Study Area, a consolidated vision statement and set of vision themes were produced to guide the preparation of the Master Plan. The vision statement provides an aspirational statement of how Beenleigh could be in 2031 and the themes are designed to support the vision statement, to provide further guidance in the translation of the vision and development of a Master Plan that will shape the future of Beenleigh Town Centre. The following vision statement and vision themes provide the basis for the outcomes of the Master Plan:

Beenleigh, with its distinct and memorable public realm is an **interesting and attractive place to live, work and play**. The Town Centre will emerge as a **dynamic centre of regional significance** encompassing a range of employment, training and community services capable of **supporting higher intensity of development**.

Beenleigh is a **compact and vibrant Town Centre** with a **mixed use urban precinct** at its centre and is characterised by its **people friendly environment**. Local retailers, bars and cafes provide an 18 hour economy that complement the diverse range of artistic, cultural and entertainment activities that define Beenleigh's social identity.

The **Town Square** is located at its core and creates a strong sense of place **connected to a network of active streets** offering main street shopping, dining, leisure, entertainment and inner city residential experience.

Located in the geographical heart of the Brisbane – Gold Coast corridor, Beenleigh is **well connected into the regional transport network** with high frequency bus and rail services available from the transit centre.

Beenleigh is a **progressive place** with its roots firmly planted in its rich heritage and history.

- It is a centre that provides a comprehensive range of social and community services for its residents.
- It is characterised by large numbers of residents living and working in the Town Centre.
- It enjoys a range of residential accommodation types, including higher density.
- It accommodates a concentration of government and regional businesses, education and training services to support the surrounding communities and economies.
- It is a centre that features a range of connected open space, urban parks, recreational and sporting facilities to promote a healthy and active community.
- It is a centre that incorporates areas that support community and social interaction.

It is characterised by its walkable Town Centre that caters to a range of transport choices

- It consists of a user friendly street network that achieves a high level of legibility through a clear road hierarchy, landmarks and signage.
- It is supported by a well designed vehicle movement network that incorporates the proposed ring road structure.
- Its people friendly streets are designed for the SEQ climate and provide opportunities for seating and access to shade.
- It is supported by a variety of strategically located, appropriately scaled and designed car parking solutions that accommodate long and short term stays.
- It promotes cycling and walking through landscape treatments and easy to use paths.

It is a Town Centre that accommodates intensified uses supported by effective transport services

- It accommodates higher density apartments in the heart of the centre and around existing transport nodes such as the transit centre.
- It has a land use pattern and development density capable of supporting the existing transport infrastructure to create an effective transit oriented development.
- It promotes increased patronage of public transport through revitalisation of existing uses, increasing development densities and providing attractive streetscapes that highlight the importance of the Town Square, transit centre and other civic focal points.
- It is supported through investment in infrastructure to increase public amenity and attract new investment.
- It is a centre with an urban form that promotes the urban and cultural life of Beenleigh as a regional centre including a new pedestrian friendly Town Square and streetscape enhancement projects to be created in centre of Beenleigh.

It offers an attractive and vibrant urban environment that promotes cycling and pedestrian movements

- It has a safe and well connected network of routes that improve the level of visual and physical legibility through urban design treatments.
- It promotes a network of active streets through the Town Centre that all connect to the centrally located Town Square.
- It includes built forms that serve to stimulate the street frontages and encourage interaction.
- It has well connected open space and recreational routes for cyclists and pedestrians throughout the local parkland and urban centre to encourage recreational opportunities.

It is a focus for local employment, attracting a vibrant mix of small and medium size business as well as a diverse retail community

- It has a land use framework that supports redevelopment across a range of economic and commercial opportunities, and encourages private sector development in coordination with government led infrastructure investments.
- It is a centre that provides an attractive commercial prospect for a range of major retail and commercial anchor tenants designed to support activity and vibrancy within the centre.
- It accommodates a range of small businesses including specialty retail stores to service the local community.
- It is a centre that will develop its business potential based on its unique sense of place, walkability and affordability, with growth potential within the Beenleigh area concentrated around the core Town Square and transit centre, assisting its evolution to PAC status by 2031.



3.1.1 Vision Themes

It is a compact centre defined by its distinct sense of place

- It is a centre that retains and recognises features and places of historical and cultural value.
- It is designed to feature a built form and land use diversity and intensity that reflect its role as the key centre of the Beenleigh district.

3.2 Design Generators

The Beenleigh Town Centre will be the focal point of the district community it services. It is a place where services are concentrated and at which public transport interchange occurs. Its proper planning is the key to activating the place, reducing car dominance and congestion within the core. There are a number of design opportunities which are highlighted below and illustrated in Figures 3.1– 3.6:

Creating a Compact Mixed Use Centre

The Town Centre core has the potential to be a compact mixed use centre offering residential, retail, and commercial opportunities. Main Street is an emerging high street environment and City Road forms the commercial hub. The built form on either side of the City Road and George Street intersection, and York Street and George Street intersection will be a key focus in the heart of the centre. Buildings in these locations must address the street and the proposed Town Square to enhance the public realm. Encouraging increased residential accommodation into the centre will help to activate both the day and night time economies.

Key Considerations

- Create a high quality transit oriented community providing new residential and employment opportunities within the compact centre
- Encourage a range of land uses that provide diversity within the Town Centre
- Increase intensity of development within the 800m catchment of the transit interchange
- Intensify active uses along Main Street frontages
- Ensure the scale and form of higher density uses in the centre are appropriate
- Physically connect residential surrounding neighbourhoods to the uses in the activity centre

Figure 3.1 Creating a Compact Mixed Use Centre



Capitalising on the Transit Centre

The railway and bus stations are an important transit centre and attractor within the Beenleigh Town Centre. Providing direct, safe and an interesting journey and access to the interchange will support this important public transport function. Revitalising the transit centre through improved access and a legible building form is key to improving the public realm in this location. Providing sufficient density through residential population and employment opportunities are also important to increasing public transit patronage. Land in close proximity to the transit centre should be developed in accordance with transit oriented development principles to create an integrated precinct.

Key Considerations

- Ensure the integration of a transit centre that provides for rail, bus, taxis and facilities for cyclists
- Encourage major pedestrian movements to the transit interchange along Main Street and Bellew Street
- Capitalise on the visual connections between the new railway station and Town Square
- Provide an attractive transit centre with prominent landmark buildings where the entrance is located in a safe place and legible from Bellew Street. It should be connected into the pedestrian network.
- Deliver a high quality architectural response to the transit interchange that creates a fitting landmark building for the centre
- Apply the principles contained within the TOD guidelines.

Figure 3.2 Capitalising on the Transit Centre



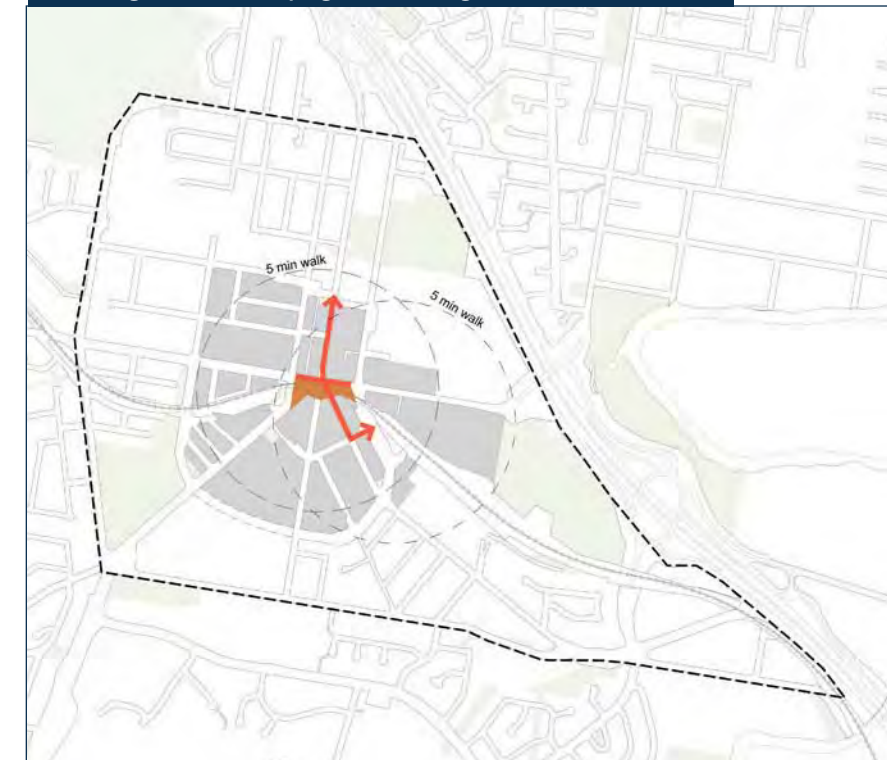
Developing a Vibrant High Street Character

Main Street and City Road have an important relationship connecting the heart of the centre with the transit centre. The interaction between these activity nodes forms a key focal point for retail and business activity, pedestrian movement and the social life of the Town Centre. The intention is for future development to ensure a fine grain integrity of buildings along Main Street to define its high street character. Mixed use retail buildings fronting onto the street will provide opportunities for finer grain retail activities which will help to activate the street.

Key Considerations

- Create active ground floor uses fronting the active streets of Main Street, City Road and George Street adjacent to the Town Square.
- Encourage retail and business to be accommodated at street level.
- Deliver high quality public realm treatments that support a high street character.
- Ensure Main Street becomes the key pedestrian route between the Town Square and the transit centre.
- Capitalise on Beenleigh's unique qualities relating to urban structure and heritage.

Figure 3.3 Developing a Vibrant High Street Character



Providing a Range of Civic and Public Open Spaces

The periphery of Beenleigh Town Centre is well served with open spaces and recreational areas, but the Town Centre Core lacks a central public space for the community to enjoy a public life and congregate. Creating a Town Square at the heart of the Town Centre will help to define the centre and improve the public realm. The provision of a hierarchy of parklands, open space, urban parks and public squares provides communities with a variety of open space and relief from the urban form. It also forms an important structuring element within the urban structure as these spaces provide a range of experiences through the Town Centre. Major attractors include the active lifestyle precinct around Dauth Park, Robbie Nay pool and Centenary Park, in the north and the Showgrounds to the south of the Town Centre.

Key Considerations

- Create a network of interconnected civic, public and public open space
- Reconfigure roads at the heart of the Town Centre to deliver a high quality urban public square
- Connect major attractors such as the Active Lifestyle precinct, the proposed Town Square and the Showgrounds
- Introduce a capital works and management program to ensure a high quality public realm

Facilitating a Walkable Town Centre

The underlying structure of Beenleigh facilitates a compact walkable centre. Active modes should be encouraged as the preferred choice of movements through the centre. This will be facilitated by generous covered footpaths, cycle lanes, direct, safe and attractive links between activity nodes within and external to the study area. Pedestrian links through blocks should be maintained and encouraged where sites are being redeveloped.

Key Considerations

- Design for active streets that comfortably and safely accommodate the pedestrian and cyclist
- Ensure vehicles do not compromise a good walking and cycling environment
- Design and plan street edges to enhance the pedestrian environment
- Provide attractive and safe links between activity nodes
- Ensure the site is easy to navigate when visiting as a first time user
- Ensure user level legibility is provided to both the physical form and active patterns within the Town Centre
- Connect off-street carparks to the pedestrian network

Establishing a Road User Hierarchy

Establishing a road user hierarchy is key to striking a balance between each user group. The intention is to ensure walking and cycling modes are considered first, public transport users next, and then commercial vehicles for the services that they provide to local businesses. Whilst still important to the viability of the Town Centre, private vehicle uses are considered to be further down in terms of priority. A road hierarchy that facilitates traffic movements around the Town Centre as opposed to through the Town Centre is the approach that has been adopted.

Key Considerations

- Develop a movement network that is focused on pedestrians with the Town Centre
- Integrate active streets into local network
- Reinforce the road hierarchy and facilitate vehicular movements around the Town Centre

Road User Hierarchy






-  Walkable Streets - maximum 10 minute walk from Town Square and Transit Centre
-  400m Walkable Radius from bus stops and Transit Centre
-  Primary Radial Routes accessing Town Square - pedestrian, cycle and vehicular
-  Routes to the Transit Centre (<400m) - pedestrian
-  Green space and school connectivity - pedestrian, cycle and vehicular

Figure 3.4 Providing a Range of Civic and Public Open Spaces

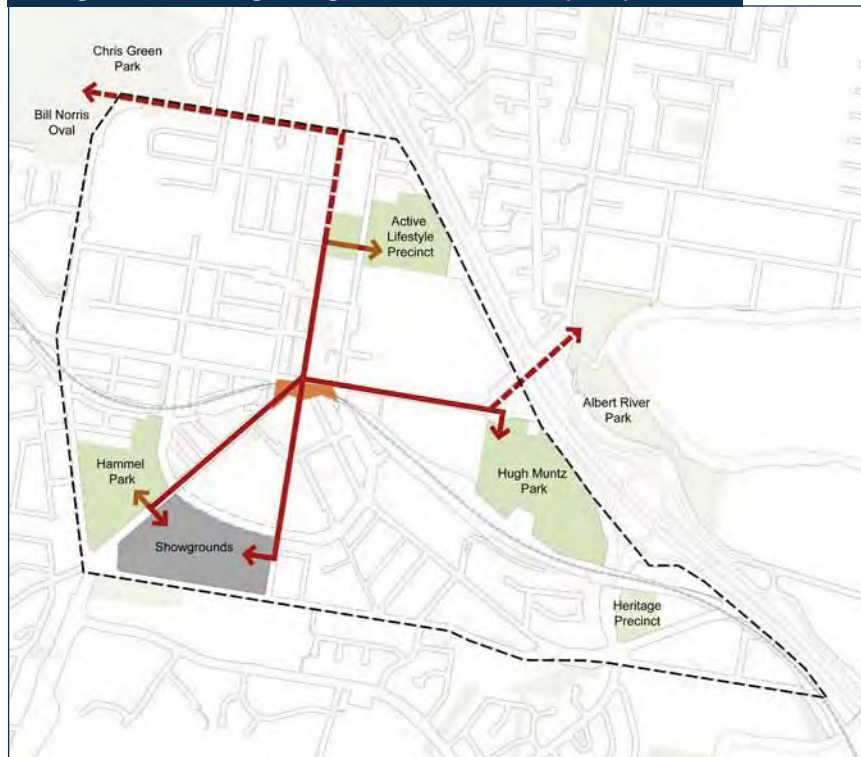


Figure 3.5 Facilitating a Walkable Town Centre



Figure 3.6 Establishing a Road User Hierarchy



3.3 The Five Big Moves

Collectively, five aspirations listed below constitute a overall vision for Beenleigh Town Centre by 2031. The five big moves represent a summary of the key strategies established in the Master Plan.

In 2031, Beenleigh is an interesting and attractive place to be, with a distinct and memorable public realm.

With a world-class Town Square as the centre piece, the Town Centre's network of active streets offers a pedestrian-friendly "main street" shopping, dining, leisure and entertainment experience that is refreshingly different from other centres in the region. Local and independent retailers, cafes and bars provide an 18-7 street activity that reflects the diverse range of artistic, cultural and entertainment activities that have come to define Beenleigh's social identity.

Pedestrian pathways link the centre of town with community hubs such as the Dauth Park Active Lifestyle precinct, and the Showgrounds has developed over time into an outdoor entertainment and events precinct.

Natural and scenic amenity has been preserved and enhanced.

Beenleigh is an easy place to get to and a pleasure to move around in.

Located in the geographical heart of the Brisbane-Gold Coast corridor, Beenleigh is well connected into the regional transport network, with high frequency bus and rail services available from the centrally located Beenleigh Transit Centre. Conveniently located parking options are easily accessed from the local street network, and are within a short walk to all places of activity via a safe and attractive network of pedestrian pathways.

Beenleigh is a compact and vibrant town centre.

The Town Centre is a mixed use urban precinct set amongst a distinctive and pedestrian-friendly public realm. Best enjoyed walking, the centre of town is home to residential apartments, commercial offices, retail, dining and leisure activities, and cultural and community facilities.

The built form character reflects contemporary subtropical design principles, instilling a sense of openness, permeability and strong engagement with the public realm.

Residents of the town centre enjoy the 18-7 activities and social opportunities that the active streets, public places and spaces provide at their doorstep.

A wide range of residential living options provide for the needs of all sectors of the community. The residential character generally transitions from low and medium density neighbourhoods in the framing neighbourhoods, to higher density apartment living options closer to the town centre.

Figure 3.7 Illustrative Master Plan



1. Town Square and active streets to define the town centre, facilitate business, retail and leisure opportunities and improve public realm
2. Upgrades to Beenleigh Transit Centre with main access opposite Bellew Street
3. Reinforce commercial core on City Road between George and John Streets
4. Use buildings and activities along Main Street to define its high street character
5. Civic Precinct with Police Station, Courts, library, schools, community and performing arts facilities
6. Increase residential intensity within the Town Centre
7. Transit oriented development opportunity
8. Key pedestrian streets and focus for the Town Centre High Street connection to station
9. Upgrade Muntz Park to form an integrated recreational open space
10. Redirect retail buildings to provide casual surveillance over Muntz Park ie improve CPTED issues
11. Active lifestyle precinct
12. Medium density residential neighbourhoods
13. Core activity area of showgrounds
14. Improve signage to encourage through traffic to use the bypass route or the inner ring road
15. Complete Inner Ring Road, to circulate local traffic and provide multiple points of entry to Town Centre and car parking

Beenleigh is an important centre of employment, training and community services for its surrounding district.

Beenleigh's Town Centre is focus for local employment attracting a vibrant mix of business as well as a diverse retail economy. It is a catalyst for economic prosperity and rejuvenation and provides a comprehensive range of social and community services for the residents of the district. A rich variety of community clubs and associations utilise facilities and services that cater to a diverse mix of cultural backgrounds and interests, commercial, social needs, and sporting and entertainment pursuits.

A concentration of government and regional businesses, education and training services are based in Beenleigh, supporting the needs of the surrounding communities and economies.

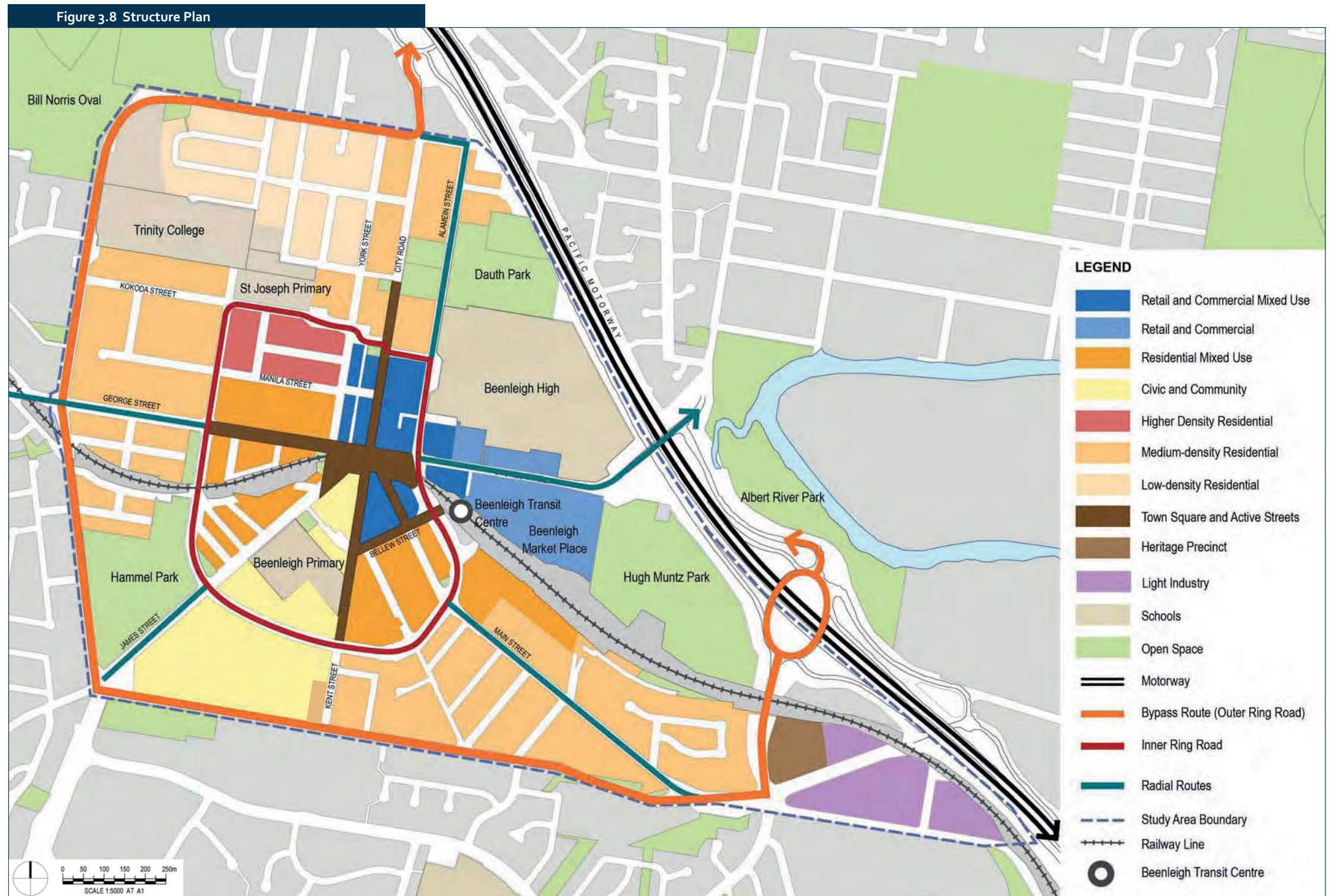
Beenleigh is a progressive place, with its roots firmly planted in its rich heritage

Beenleigh has retained a strong sense of its rich and diverse heritage through the preservation of its character buildings and the sensitive design of their settings. Traditional Beenleigh events, such as the annual Beenleigh show and Cane Festival continue to be features in a calendar of events which also showcases the diversity of Beenleigh's contemporary role as the arts and cultural centre for its district.

The illustrative Master Plan identifies the key elements, activities and uses as numbered. Refer to Figure 3.7.

3.4 Structure Plan

Based on the design generators and the five big moves identified in the previous sections, the structure plan is shown in Figure 3.8. This plan illustrates the emphasis of land use within the study area. The Town Centre is intended to be mixed use, however, some areas are predominantly commercial or retail, whilst others are predominantly residential.



4.0 LANDUSE FRAMEWORK STRATEGY

Land Use Strategy Objectives

- Consolidate and intensify commercial and retail activity within the Town Centre Core to reinforce the business centre.
- Encourage increased residential densities within designated precincts to support the growth of the Town Centre's retail, commercial and entertainment/recreational uses as well as the development of an after-hour economy.
- Facilitate re-development of land adjacent to the transit centre in accordance with transit oriented development principles.
- Encourage the development of specific areas of community activity, such as a sporting and recreational hub and civic, community services and performing arts hub.
- Assist the Show Society in securing a sustainable future for the Showgrounds land.
- Support the further development of the high street shopping precinct along City Road and Main Street.

One of the key outcomes of the land use patterns adopted by the Master Plan is the delivery of a compact and vibrant Town Centre complemented by active streets. This will be achieved by ensuring that there is an appropriate distribution of land uses across the Study Area. The application of this approach will ultimately increase residential and employment opportunities in the Town Centre, helping to strengthen the local economy and achieve self containment for local residents.

This approach further supports the long term consolidation and reinforcement of Beenleigh's Town Centre Core to achieve its ultimate evolution to a PAC, serving catchments of regional significance, providing concentrations of employment and in-centre residential development.

Currently, Beenleigh Town Centre features a core commercial and retail centre within a walkable catchment, surrounded by parks, schools and other community uses (such as the Showgrounds) interspersed by traditional residential neighbourhoods on the periphery.

The Master Plan establishes a number of distinct precincts that build on the strengths of the existing centre and provide the opportunity for Beenleigh to become an attractive mixed use destination. The Study Area has been divided into six land use precincts, comprising a number of sub-precincts, as illustrated in Figure 4.1, with the purpose of supporting a land use hierarchy which reflects an emphasis on activation of the Town Centre Core.

The six precincts are further divided into Core and Frame categories, with the Town Centre Core Precinct forming the central precinct and the rest of the precincts making up the Frame. Based on this categorisation, the Master Plan facilitates a well defined core through the intensification and consolidation of mixed use activities, with the supporting residential neighbourhoods, green space and community uses forming a Town Centre Frame. The highest intensity mixed use, residential, commercial and retail opportunities are generally located within the core and along the key street corridors in the Study Area. This approach reinforces the role of the Town Centre and the role of key streets and public realm assets.

The intent of the land use strategy will be to continue to reinforce the key commercial centres traditionally established along the following roads:

- City Road as a commercial and business hub;
- Main Street, providing a High Street environment; and
- George Street East, predominantly a large format shopping environment.

Higher intensity residential uses will be concentrated within the core supported by a walkable catchment, to promote increased pedestrian activity and support activation of the streetscape. Re-development of under-utilised sites for mixed use activities will be encouraged within proximity to the transit centre to improve connectivity between the transit node, Main Street retail environment and the commercial core within Beenleigh. SEORP identifies that in total Logan City has the potential to deliver 70,000 new dwellings by 2031 with a minimum of 20,000 proposed as infill. Beenleigh PAC being a TOD activity precinct will deliver a significant number of these additional dwellings.

A number of precincts within Beenleigh will act as community focal points and create key activity hubs within the Town Centre. These precincts include:

- A sporting and recreational hub, incorporating expanded and re-developed sporting facilities reinforced with supporting land uses, adjacent to Dauth Park and Centenary Parks to the north;
- A civic, community and performing arts hub incorporating the existing District Courthouse and Crete Street Theatre to the south;
- Mixed use activity hub supported by transit oriented development principles adjoining the transit centre; and
- The Showgrounds, while a key feature of the Study Area, best effectively managed through a separate master planning exercise.

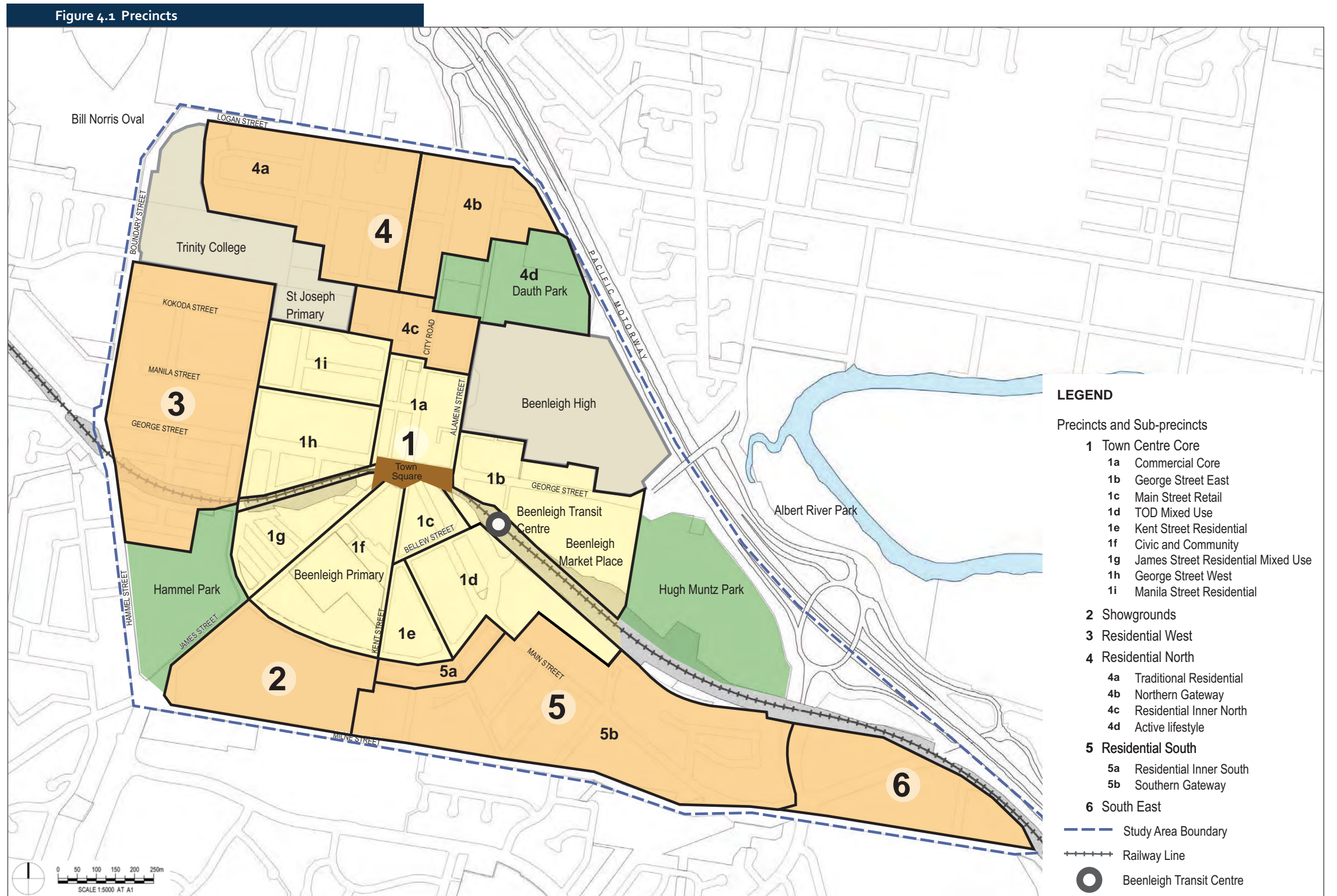


4.1 Precincts and Intent

The following section sets out the preferred land use intent for the precincts identified within the Study Area. The intents are intended to be indicative only of the predominant form of land uses intended in each precinct. Ultimately a local planning instrument prepared by the Council will determine land uses and their level of assessment. It is important to note that the Town Centre Core is intended to be a mixed use environment. Land uses should therefore be representative of the mix that would be expected in a transit orientation development (TOD) and a PAC marked by employment and residential uses. With the exception of the Showgrounds Precinct, the Frame precincts' are intended to be predominantly residential neighbourhoods accommodating community and education facilities with some convenience retail services to meet the needs of the residents.

Refer to Figure 4.1 Beenleigh Precincts which defines the following precincts.

1. **Beenleigh Town Centre Core**
 - 1a Commercial Core
 - 1b George Street East
 - 1c Main Street Retail
 - 1d TOD Mixed Use
 - 1e Kent Street Residential
 - 1f Civic and Community
 - 1g James Street Residential Mixed Use
 - 1h George Street West
 - 1i Manila Street Residential
2. **Showgrounds**
3. **Residential West**
4. **Residential North**
 - 4a Traditional Residential
 - 4b Northern Gateway
 - 4c Residential Inner North
 - 4d Active Lifestyle
5. **Residential South**
 - 5a Residential Inner South
 - 5b Residential Gateway
6. **South East**



The future intent and purpose for each of the precincts and sub-precincts are described as follows:

1 Town Centre Core Precinct

The Town Centre Core is the area where the most intensive commercial, retail, community and residential activities will occur as the focal point of Beenleigh. This precinct has a number of distinct but interrelated sub-precincts which are described in more detail below.

1a Commercial Core Sub-Precinct

The intent of this sub-precinct is to be consolidated and established as the commercial heart of the Beenleigh Town Centre, where most of the commercial and office related uses are based within the Town Centre along the road frontages of City Road, Alamein Street, Johns Lane and York Street. The intent is that the associated built form will reflect a human scale at street level to support increases in pedestrian activity. In particular, corner sites will be activated with uses generating a high level of activity. The central Town Square and active streets located along City Road, George Street, Kent Street, Main Street and James Street (the six-ways roundabout) will create a focal point within the public realm of Beenleigh and will be directly adjacent to the commercial core as well as the civic and community sub-precinct. It is intended that sites facing the Town Square will provide active street frontages to address and activate the Town Square.

John Lane will develop café, boutique services, secondary retail and professional services in this sub-precinct, providing a unique lane -way character.

1b George Street East Sub-Precinct

This sub-precinct is already an existing retail hub; however, is characterised by a mix of large format shopping, retail showrooms, light industry and other commercial services and is principally a driving destination with large areas of surface car parking. Beenleigh Marketplace is the main retail location within this area. This sub-precinct poses the opportunity for under-utilised sites to be re-developed and further consolidated with adjoining retail and commercial development. A stronger connection with the Commercial Core Sub-Precinct, the future Town Square and transit centre to the south must be established to consolidate the Town Centre Core. This relationship is to be further strengthened through boulevard planting which will create an enhanced pedestrian environment as well as improvements to traffic arrangements for cyclists and pedestrians.

Beenleigh Marketplace could embrace further development, including development orientated towards the adjoining parklands, Hugh

Muntz Park, to capitalise on its local amenity as well as increasing the prominence of these under-utilised parklands. Improvements to Hugh Muntz Park could also support increased community use of parkland.

1c Main Street Retail Sub-Precinct

The intent of this sub-precinct is to be a fine grain retail location within Beenleigh, characterised by a traditional high street environment with a high level of pedestrian activity. This sub-precinct is within short walking distance of both the transit centre and the Town Square. The sub-precinct will link the key centres by means of an enhanced pedestrian environment, whereby pedestrians moving between the transit centre and City Road Commercial Core can enjoy a safe and interesting route. It is intended that this sub-precinct will also emphasise the key linkage between Bellew Street and Alamein Street as an extension to the important pedestrian route between Main Street and the entrance to the transit centre. It is anticipated that the first stage of the Town Square and streetscape enhancement is likely to be a catalyst of re-development within this sub-precinct. Retail and commercial uses will continue to be emphasised at street level with commercial or residential uses established above ground floor.

1d TOD Mixed Use Sub-Precinct

The land identified within this sub-precinct is currently developed for local retail and commercial services and light industry. This sub-precinct, based on opportunities associated with the transit centre, is intended to develop as a transit oriented development incorporating ground level retail, entertainment and leisure uses with above ground residential uses. Uses such as cinema, restaurants, cafes, bars will be encouraged within this area, advantaged by the proximity to the transit centre. It is intended that the land uses in this sub-precinct will encourage a high level of activity to improve safety and amenity of the transit node and interact with the pedestrian environments of the Main Street Retail and Commercial Core Sub-Precincts.

Particular development opportunities exist on the Coles site, the IGA/ Metcash site and the under-utilised land between Alamein and Main Streets. The sub-precinct also frames the Town Centre Core with residential uses towards the south-east transitioning to medium residential density. Re-development will need to be cognisant of existing flooding issues within this sub-precinct which currently constrain opportunities for flood free access.

1e Kent Street Residential Sub-Precinct

The Kent Street Residential Sub-Precinct will be primarily residential in nature, with a limited amount of active tenancies at ground level, but not forming part of the core commercial areas of the Town Centre. Increased heights will be supported for the sub-precinct to encourage

residential development in the form of apartments. By providing higher density residential uses in centres, people are given the opportunity to live within walking distance of a wide range of quality services, job opportunities and public transport options. Such housing also provides natural surveillance of streets and improves the viability of a variety of businesses. It is expected that increased residential densities will be encouraged due to the precinct's central location and proximity to the transit centre, Main Street retail, commercial and entertainment areas of the Town Centre.

1f Civic and Community Sub-Precinct

This sub-precinct is currently characterised by community uses, such as the District Courthouse, Police Station, Crete Street Theatre and Primary School. It is intended to further strengthen this sub-precinct with new uses compatible with this intent.

With the Showgrounds adjoining the primary school to the north and the construction of the Inner Ring Road, between James Street and Kent Street, the opportunity exists for some parts of the Showgrounds to be further developed for community uses, as a natural extension of the activities to the north.

Uses which have a recreational, leisure and entertainment focus such as mixed use performing arts, conference and convention centre will be encouraged in this sub-precinct. Facilities such as these can be utilised by the local schools, performing artists and the like, attracting additional entertainment and recreational activities to Beenleigh. It is expected that this sub-precinct will take advantage of its proximity to the transit centre, Town Centre Core and the retail and commercial destinations in Main Street.

1g James Street Sub-Precinct

The James Street Sub-Precinct is a mixed use precinct, intended to primarily accommodate higher density residential uses, within the existing fabric of predominantly commercial uses. It is potentially an attractive inner city location directly adjacent to the community and civic uses along James Street as well as being within walking distance of the George Street West entertainment and mixed use sub-precinct.

1h George Street West Sub-Precinct

The George Street West Sub-Precinct is currently part of the commercial heart of Beenleigh and will form the western edge of the Town Square. The intent of this sub-precinct is that it be developed to take advantage of under-utilised sites, supporting a mixed use character and incorporating either residential and/or commercial above ground level with commercial and retail uses at street levels. A stronger connection with the Commercial Core Sub-Precinct and the Town Square must

be established to consolidate the Town Centre Core. As with George Street East Sub-Precinct, this relationship is to be further strengthened through boulevard planting which will create an enhanced pedestrian environment as well as improvements to traffic arrangements for cyclists and pedestrians.

1i Manila Street Residential Sub-Precinct

This sub-precinct is currently developed with low density detached housing, however, is intended to transform into a higher density residential area in the form of apartments, taking advantage of its proximity to the entertainment activities and uses along George Street, the Town Square and civic and community activities to the south. It is intended that this sub-precinct provide a transition to medium density residential areas to the north and west of this area to ensure that it is integrated effectively with the existing built form and to minimise its impact on existing residential areas and future lower density neighbourhoods.

2 Showgrounds Precinct

The Showgrounds have been owned by the Beenleigh Show Society since 1873, founded by the members of the Beenleigh District for the enjoyment of the district community and are the home of the annual Beenleigh Show. The intent of the precinct will be that it continues to be developed in accordance with the Show Society constitution for these purposes, and also with view to sustaining the financial viability of the Show Society and annual show through improved returns from a range of community based revenue sources.

It is intended that this precinct further develop as a destination and attraction within Beenleigh and that it has synergies with the civic, community and performing arts sub-precinct to the north (which is part of the Town Centre Core).

3 Residential West Precinct

The Residential West Precinct is intended to be a low to medium density residential area framing the Town Centre. Development will transition from higher residential densities within the Town Centre Core to the lower density residential areas in the surrounding suburbs. As a framing precinct, it will be characterised by walkability within the neighbourhood and to other local amenities.

4 Residential North Precinct

The Residential North Precinct is intended to be primarily defined as a medium density residential neighbourhood, with some lower density residential sub-precincts and being punctuated with community facilities



such as sporting facilities and local schools. It is anticipated that this precinct will be, much like the residential precincts framing the Town Centre, characterised by walkability and enhanced streetscape amenity. It is envisioned that the area will accommodate a range and mix of dwelling types, including detached houses and multiple dwellings.

4a Traditional Residential Sub-Precinct

The intent of this sub-precinct is that it remains as a low density residential area, developed primarily with detached housing and characterised with a high level of residential amenity and within reasonable walking distance of Town Centre activities.

4b Northern Gateway Sub-Precinct

The North Gateway Sub-Precinct is intended to be developed as a medium density residential area as a framing precinct in support of the Town Centre Core. Streetscape improvements by the way of gateway features are to be incorporated into the neighbourhood and medium density development is to be concentrated along City Road to create a built form that will assist to create a sense of connection between the outlying low density residential areas and more intensive activities of the Town Centre Core. Gateway features associated with Dauth Park are also envisioned within the sub-precinct.

4c Residential Inner North Sub-Precinct

The intent of this sub-precinct is that it develops as a medium density residential area framing the Town Centre Core. Due to its proximity to the commercial core, access to public transport and cycle routes it is intended that this sub-precinct will support higher densities than that of the adjoining residential sub-precincts to the north.

4d Active Lifestyle Sub-Precinct

The Active Lifestyle Sub-Precinct, which incorporates the Robbie Nay pool, Centenary Park, Dauth Park and potentially northern areas of Beenleigh State High School, presents an opportunity to create a vibrant sub-precinct around the existing parks and pool complexes. Building on the strong existing infrastructure and themed around healthy lifestyle and well being, this sub-precinct is the northern anchor of the Master Plan. Attractive and safe pedestrian pathways along City Road will link the community hub within and easy 5-10 minute walking distance from the centre of town.

5 Residential South Precinct

The Residential South Precinct, featuring the following sub-precincts, is intended to be primarily defined by medium density residential development, with residential densities intensifying in relation to

Alamein Street and the adjoining Town Centre Core activities, near the transit centre and at Main Street.

5a Residential Inner South Sub-Precinct

The intent of the sub-precinct is for residential development of higher intensity as it is located on the edge of the Town Centre Core and will have a strong relationship with the transit facilities and business activities. Land fronting Alamein Street has the potential for an attractive medium density residential development provided flooding constraints can be addressed.

5b Southern Gateway Sub-Precinct

The Southern Gateway Sub-Precinct is intended to develop as a low to medium density residential area. This sub-precinct acts as a gateway to the Town Centre from the south. It is intended that medium density development will strengthen the built form along Main Street, with buildings that address and reinforce this street as a major route into the centre.

6 South East Precinct

This South East Precinct will continue to feature as a local tourism destination accommodating a mix of uses such as the Beenleigh Historical Village and the commercial and light industrial uses along Martens Street, Mains Street and the Pacific Motorway. It is intended that development occurring within this precinct facilitates a stronger relationship between the Town Centre Core and the historical village to draw more interest to the village as a tourist attraction and a local icon. Initiatives such as boulevard planting to improve the pedestrian environment and the formalisation of a cycle route along Main Street will assist in achieving this.

4.2 Land Use Strategy Recommendations

- Encourage the intensification of commercial and retail activities within key precincts of the Town Centre Core to reinforce the commercial centres and discourage dispersed development.
- Encourage higher residential densities within mixed use precincts within the Town Centre Core.
- Further encourage the development of a unique high street shopping precinct focussed on the active streets of City Road, Main Street and George Street.
- Encourage re-development of land adjacent to the transit centre in accordance with transit oriented development principles.
- Encourage the development of a range of housing types including affordable housing within the Town Centre Core.
- Encourage and support medium density residential development within the Town Centre Frame to provide a transition between the higher density residential precincts within the mixed use areas of the Town Centre Core, and the low density residential areas within the outer suburban areas.
- Encourage the development of an Active Lifestyle Precinct as a sporting and recreation hub within the community.
- Support the expansion and consolidation of civic and community uses within the Civic and Community Sub-Precinct.
- In partnerships with the Beenleigh Show Society, prepare a Master Plan for the long term re-development of the Showgrounds site as an extension to the supporting community uses located within adjoining precincts.
- Ensure development acknowledges folding constraints.

5.0 URBAN FORM AND DENSITY

Urban Form and Density Strategy Objectives

- To seek to reinforce the historical core of the Town Centre by concentrating a higher intensity of mixed use development in areas of highest public transport accessibility, economic opportunity and amenity.
- To encourage a diverse mix of uses within a compact centre and to intensify active uses along primary street frontages to enhance the pedestrian environment.
- To use the scale and height of buildings to define the key streets and public realm.
- To discourage a dispersed pattern of low intensity, car dependant retail and commercial development
- To physically connect surrounding residential neighbourhoods to the uses in the Town Centre.
- To achieve a higher resident population within the walkable catchment of the centre of town
- To design streets that comfortably and safely accommodate the pedestrian and cyclist

Activity centres, such as the Beenleigh, have the potential to reduce the need to travel by concentrating residential uses, employment opportunities and services (for example, community services, local government service centres, parks and other public facilities such as medical centres, cafes, shops and restaurants) into consolidated centres of activity. This enables only one trip to fulfil multiple purposes. Encouraging higher intensity development within the Town Centre, where walking and cycling is encouraged and a centre which is connected by public transport facilities further reduces the need for car travel.

5.1 Urban Structure

Beenleigh's existing urban structure is characterised by a well defined grid punctuated by radial routes leading to the heart of the Town Centre. This urban structure has set the framework for a Town Centre Core with a village character supported by residential precincts, open space and community facilities on the outer edges of the centre. Figure 5.1 illustrates the block structure and permeability of the existing urban structure.

The underlying strength of the structure and the village character is undermined by the lack of variety and intensity of development within the Town Centre as well as the fact that the point at which all the roads converge is dominated by vehicular traffic in the form of a six ways roundabout. In the restructuring of the centre a new Town Square is proposed in this location to provide a much needed civic amenity located in the traditional heart of the Town Centre. A further factor that undermines the existing urban structure is that there is currently

a substantial amount of land available for redevelopment and if the intensity of development is not distributed appropriately in key areas, the Town Centre may further evolve into a series of small development nodes which would undermine the desire to deliver a continuous streetscape and legible public realm.

A well designed urban structure will ensure that the Town Centre is a highly accessible and vibrant environment. The Master Plan seeks to achieve a street network that is highly permeable and accommodates all modes of transport and allows a mix of uses to maximise the community's access to a variety of services and facilities, while minimising the need for car travel. By increasing the mix of uses within a centre, the vibrancy and economic viability of the centre is also enhanced.

Within the Town Centre, any large consolidation of blocks, particularly within sub-precincts south of the Town Centre Core, should maintain and include through-block pedestrian connectivity. Sub precincts include the TOD Mixed Use (1d), Kent Street Residential (1e), Civic, Community and Performing Arts (1f) and James Street Residential (1g).

A further objective is to create a public square at the core of the Town Centre. This action will require the rationalisation of superfluous traffic moving through the six ways roundabout and encouraging it to use the inner ring road and/or the bypass route.

5.2 Urban Form and Intensity of Development

One of the key outcomes of the Land Use Strategy and the Business Strategy is the delivery of a vibrant and attractive mixed use Town Centre that is the focus of activity during the day as well as a night time economy supported by higher density residential precincts. This outcome can be achieved by ensuring that there is both an appropriate urban form and distribution of intensity of development in key areas within the Centre. A good mix of uses within the blocks is vital to success and ground floor uses should generally have a positive relationship with the street. The uses should have a visible presence on, and interaction with the street such as shops, cafes, restaurants and extended hours services such as medical and fitness services.

The application of this approach will also support increased opportunities in the Centre for local employment, an important component to achieving a high level of self containment for the Centre. Key to delivering this will be to strike a careful balance on how and where concentrations of business, retail and leisure activities are positioned, and the nature of their relationship with the proposed residential component. This consideration will ensure that reverse amenity issues such as noise and incompatible uses are managed at the planning stage.



The railway station is one of the most important features of the Town Centre and it is recognised that the State Government is planning to upgrade/duplicate the railway line in the next 10-15 years. The transit centre should be a prominent feature in Beenleigh and a place for people to meet. It should be accessible and have an easily identifiable and accessible entrance.

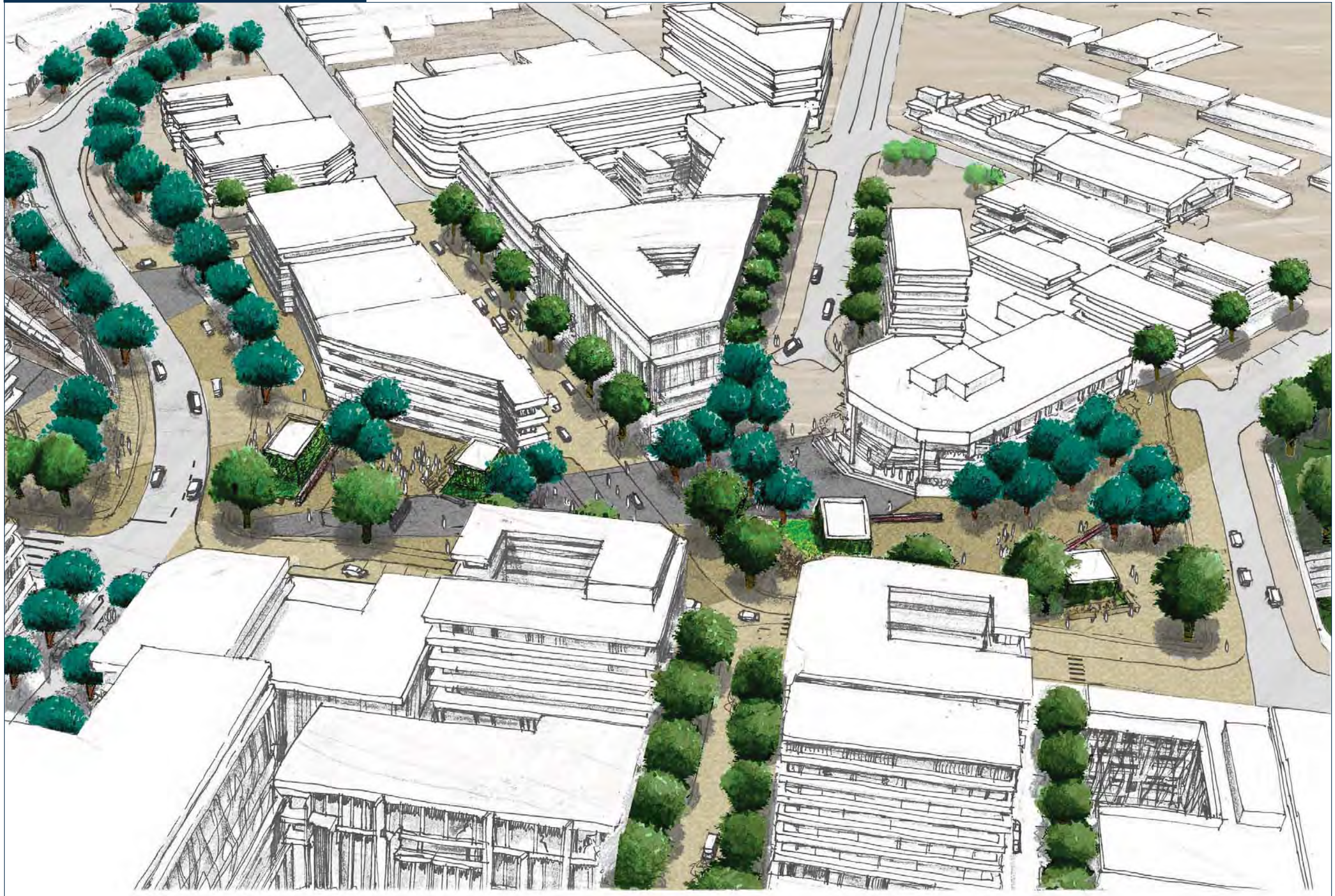
Buildings are to contribute to the creation of well defined and active streets, providing consistent active street edges that define the public and private realms. Well articulated built form outcomes are encouraged at key intersections to create a sense of arrival.

The highest intensity of development will be focused within the commercial and retail precincts which make up the Town Centre, namely City Road and Main Street, which will continue to be the focus for retail and business activities. Maintaining a continuous active frontage along these streets from John Street in the north, to Bellew Street in the south is essential. At street level it is preferable that retail frontage and access is maintained and that these streets retain the look and feel of a high street. With an increase in the general intensity of the Town Centre, new accommodation will be available above the ground level with the potential to extend the commercial /office /residential function within this part of the Town Centre.

Figure 5.1 Block Structure and Permeability of Beenleigh Town Centre



Figure 5.2 Aerial Perspective of Town Centre Square



(Image indicative only and subject to final detailed design)

In addition to the commercial and retail focus, opportunities for residential intensification in the form of apartments accommodated above the ground and first floors of buildings have been identified across the southern half of the Town Centre within the James Street, Kent Street and TOD precincts.

Manila Street Sub-Precinct and the Inner North Sub-Precinct, north of Kokoda Street will provide increased predominantly residential intensification in the form of apartments, as will the Inner South sub-precinct, along Alamein Street, between Kent and Main Streets.

By providing higher density residential uses in centres, people are given the opportunity to live within walking distance of a wide range of quality services, job opportunities and public transport options. Such housing also provides natural surveillance of streets and improves the viability of a variety of businesses. However, it is important to ensure this new housing is integrated effectively with the existing built form to minimise its impact on existing residential areas.

Urban form considerations should include:

- The Town Centre's civic character is largely defined by highly visible sites occupying important symbolic locations, or that have important public functions. These include sites that form focal points such as the District Courthouse, the Town Square and the transit centre as well as key sites such as the Showgrounds. These sites help shape the image and character of an area, and they have a greater civic obligation to meet the highest possible standards in design and material quality. To enhance the distinction and landmark quality of new buildings in these locations, massing and design should be encouraged to accentuate the visual prominence of the site.
- All buildings within the Town Centre Core should orient to, and be placed at, the street edge with clearly defined primary entry points that directly access the sidewalk
- All primary retail frontages should have retail uses at-grade with a minimum 75% glazing to achieve maximum visual transparency and activation.
- Locate retail uses immediately adjacent to, and accessible from, the sidewalk to minimise the transition zone between retail and the public realm
- Provide weather protection on major pedestrian routes through the use of well-designed awnings and canopies along primary retail frontages
- To encourage continuity in the streetscape and to ensure vertical 'breaks' in the façade, buildings should be designed to reinforce the following key elements through the use of setbacks, extrusions, textures, materials, detailing, etc.:
 - **Base:** Within the first three storeys, a base should be clearly defined and positively contribute to the quality of the pedestrian environment through activation, articulation and material quality.

- **Middle:** The body of the building above the base should contribute to the physical and visual quality of the overall streetscape.
- **Top:** The roof condition should be distinguished from the rest of the building and designed to contribute to the visual quality of the skyline
- Buildings should seek to contribute to a mix and variety of high quality architecture while remaining respectful of Town Centre's context and tradition.
- Street facing facades should have the highest design quality
- Residential uses could include individual units accessed from the street with elevated main floors for privacy. Common entrances for residential uses should be easily recognisable and active at-grade flanking uses should be provided
- Locate parking underground or internal to the building (preferred), or to the rear of buildings.
- Ensure vehicular and service access has a minimal impact on the streetscape, by minimising the width of the frontage it occupies, and by designing integrated access portals and garages.
- Surface parking areas should be located out of sight behind buildings or inside city blocks rather than adjacent to streets or at corners.

Building Heights

The Master Plan encourages an increase in development intensity to redefine the Town Centre's urban character. Utilising a greater variety of height within the urban setting is important as it provides the opportunity to create a sense of place by:

- creating landmarks and gateways,
- emphasising corners and important buildings,
- providing the opportunity for residents to appreciate prominent views to Mount Staphylton to the east and Mount Warren to the south, and
- enhancing existing streetscape vistas to these prominent surrounding natural landscape elements.

Figure 5.3 describes the desired maximum building height outcomes as well as the desired height range for the study area to achieve TOD outcomes as per the TOD guidelines for Activity Centre TOD precincts. A key feature of the strategy is to focus the highest buildings within the core to ensure the primacy of the Town Centre. Any future development applications for an increase in height over what is indicated for the core, should be reviewed in the context of the Town Centre vision and the intent to create an interesting and active public realm.

The greatest height, set at a maximum of thirty storeys, is focused around specific areas such as the transit centre and the southern precincts from Kent to Alamein Streets, Manila Street Residential Sub-Precinct and at the intersection of George Street and City Road focusing on the new Town Square. Across the urban blocks within the Town Centre, heights range between six and thirty storeys. Eight storey heights tend to be on the outer side of the Town Centre where there is a need to ensure a transition to the surrounding proposed medium residential development precincts and existing community facilities.

Considerations for mixed use development should include the following:

- Reinforcing a distributed and varied height pattern where the highest buildings are focused within the core to ensure the primacy of the Town Centre
- Achieving coverage at ground level is key to achieving an interesting, active and safe public realm. This can include commercial, retail and residential activities
- A transition of heights to predominantly residential areas adjacent the Town Centre Core.

Mix of Housing Types and Residential Intensity

To achieve a vibrant Town Centre the Master Plan seeks to achieve a variety of housing types for residents with who have a range of lifestyle requirements and income levels. The existing housing stock is predominantly low density development and there is a lack of Town Centre residential opportunities for residents wishing to live in the centre. The local housing stock should be augmented with increased numbers of studio, one bedroom and two bedroom units.

The provision of housing choice through a range and mix of dwelling type, size and location in centres such as Beenleigh not only provide housing choice, affordability and variety, but also allow increased numbers of people to live within walking distance of a wide range of quality services, employment opportunities and public transport options. From an economic and social point of view, an increase in residential population will help to support a weekend and night time economy which are currently lacking in Beenleigh.

Within the Town Centre, higher density housing provides natural surveillance of streets and improves the viability of a variety of businesses. Within the frame it will be important to ensure that new housing integrates with the existing built form to minimise its impact on existing residential areas.

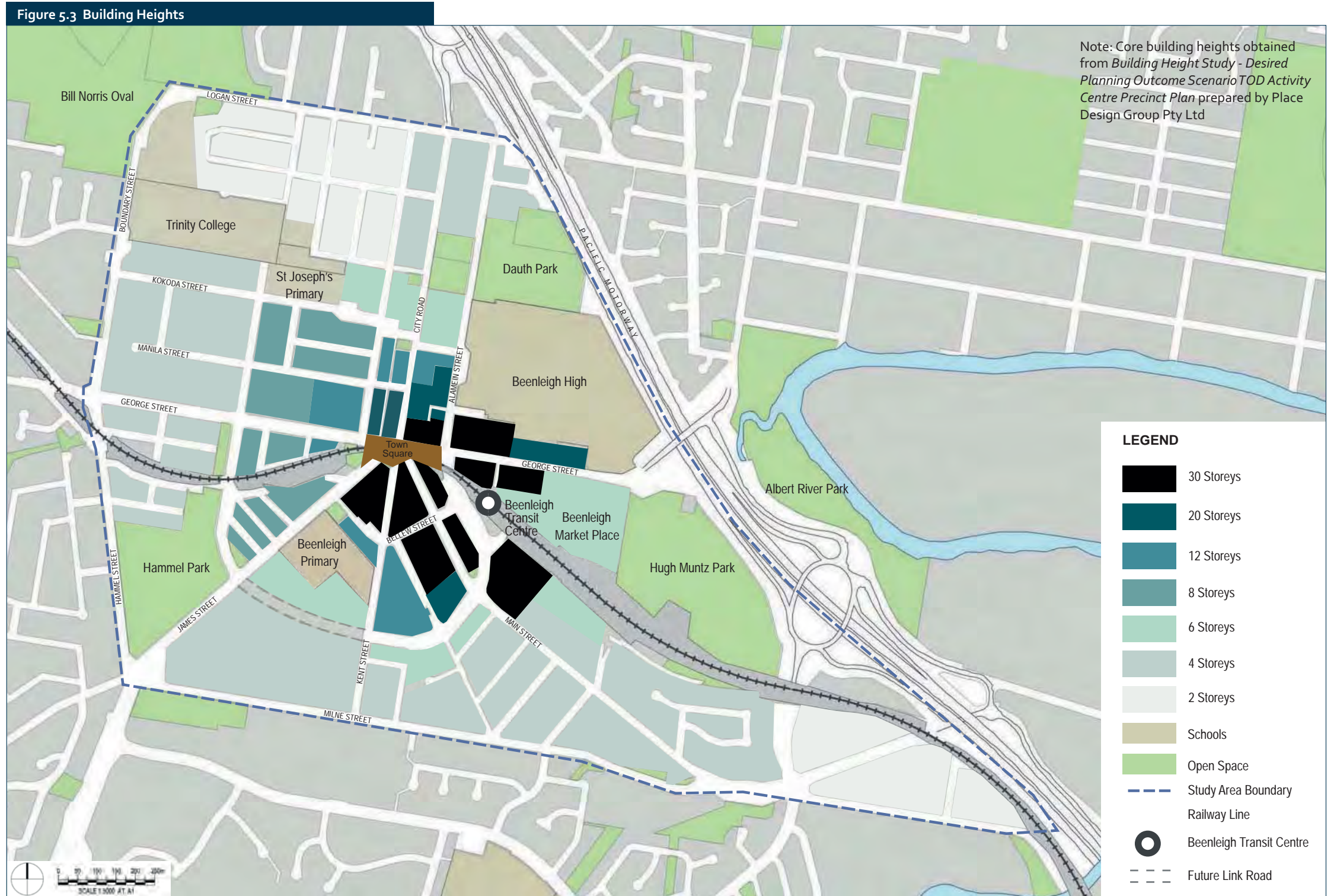
Beenleigh is an ideal candidate centre to meet the SEQRP

recommendations that higher density residential uses are provided within activity centres as well as in transit oriented development precincts. The following baseline residential densities are recommended in the SEQRP:

- activity centres: 40–120 dwellings per hectare (net) or greater
- suburban and neighbourhood locations: 30–80 dwellings per hectare (net) or greater

Considerations for residential development include the following:

- Design features must incorporate CPTED principles, equitable access, 'ageing in place' principles, and address potential amenity conflicts in mixed-use areas.
- New residential development must promote quality sub-tropical urban design with potential for high density mixed-use development in the Town Centre Core surrounded by medium density development.
- Managed affordable housing and one and two bedroom dwellings will be promoted within walking distance of the railway station and other transport nodes.
- Make provision for Beenleigh to address the need for specialist retirement residential accommodation and affordable housing which supports an inclusive community and is responsive to demographic trends.



5.3 Building Frontages

Creating a clear legibility of streets and spaces is an important function of a successful Town Centre. Building frontages play an important part in assisting with legibility, and Figure 5.4 represents the nature of frontages within the Town Centre. These are described as follows:

Primary Active Frontage

A key strategy is to make the main pedestrian system between the commercial centre and the Transit Centre, safe, inviting, and clearly articulated in built form. Primary active frontages are nominated along City Road and Main Street, George Street around the Town Square and Bellew Street. Primary active frontages refer to street level facades which provide a positive interface by addressing the street.

Providing a strong built form definition in these locations is achieved by ensuring that buildings are built up to or near the street edge, generally parallel to the street alignment and accommodate uses characterised by high pedestrian movement networks such as retail uses and restaurants. Facades are visually and physically permeable and present multiple windows and clearly defined entrances. Upper levels should provide opportunities to overlook the street, increasing surveillance and reinforcing the active frontage and active streets.

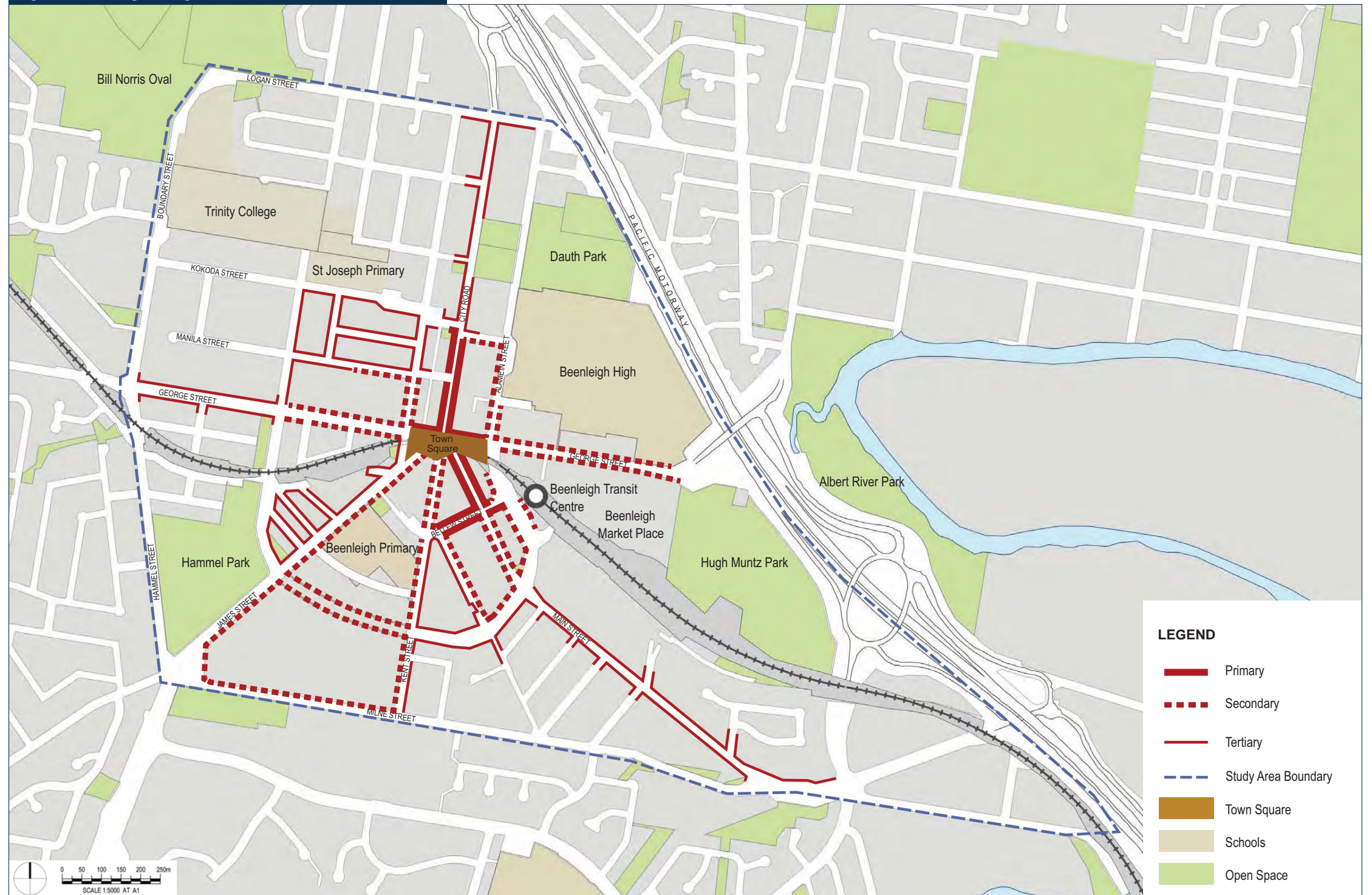
Secondary Active Frontage

Secondary active frontages are located away from major pedestrian movement networks. In these areas buildings define streets and public spaces and facades provide detailed and articulated access points at frequent intervals along secondary pedestrian networks. Awnings and street tree planting play an important role in legibility and while not necessarily continuous, they are located at key entry points. Secondary frontages are not activated by retail and commercial uses.

Tertiary Active Frontage

Tertiary frontages are set back from the street and while buildings address the street and public realm they have a wider variety of setbacks for courtyards and balconies and landscape areas. These buildings are predominantly residential in character and the set backs allow for privacy to be maintained between street and dwelling without losing contact with the street. Raising front entrances above street level is recommended in these areas for increased privacy. Entries are emphasised through architectural and landscape treatment, pedestrian movement paths, awnings and height.

Figure 5.4 Building Frontages



5.4 Master Plan Urban Form Outcomes

The illustrative Master Plan demonstrating the urban form is shown in Figure 5.5. The following high level strategies underpin the urban form of the Master Plan:

Land Use

- Increase the residential population within the Town Centre, and thereby the life of the area throughout the day and into the evening, by introducing residential development above retail and commercial premises.
- Create opportunities for a range of scale of retail provision, from smaller boutique type accommodation to larger units able to accommodate lifestyle goods such as a homemaker centre.
- Consolidate and strengthen the civic precinct between James and Kent Streets, increasing the area as a focus for civic activities, performing arts, Local and State Government activities, including the Police Station and the District Courthouse, to reflect Beenleigh's emerging role as a Principal Activity Centre.

Urban Form and Intensity of Development

- Increase the variety and volume of activity within the Town Centre, building on its existing strengths and supporting these with built form and enhanced public realm to accommodate more mixed use development and to provide a cohesive urban grain.
- Deliver transport oriented outcomes at Beenleigh transit centre that maximises the development opportunity and created a high quality and accessible transport interchange with facilities for public transport passengers and cyclists.
- Residential neighbourhoods deliver a variety of housing styles and types to meet community needs.

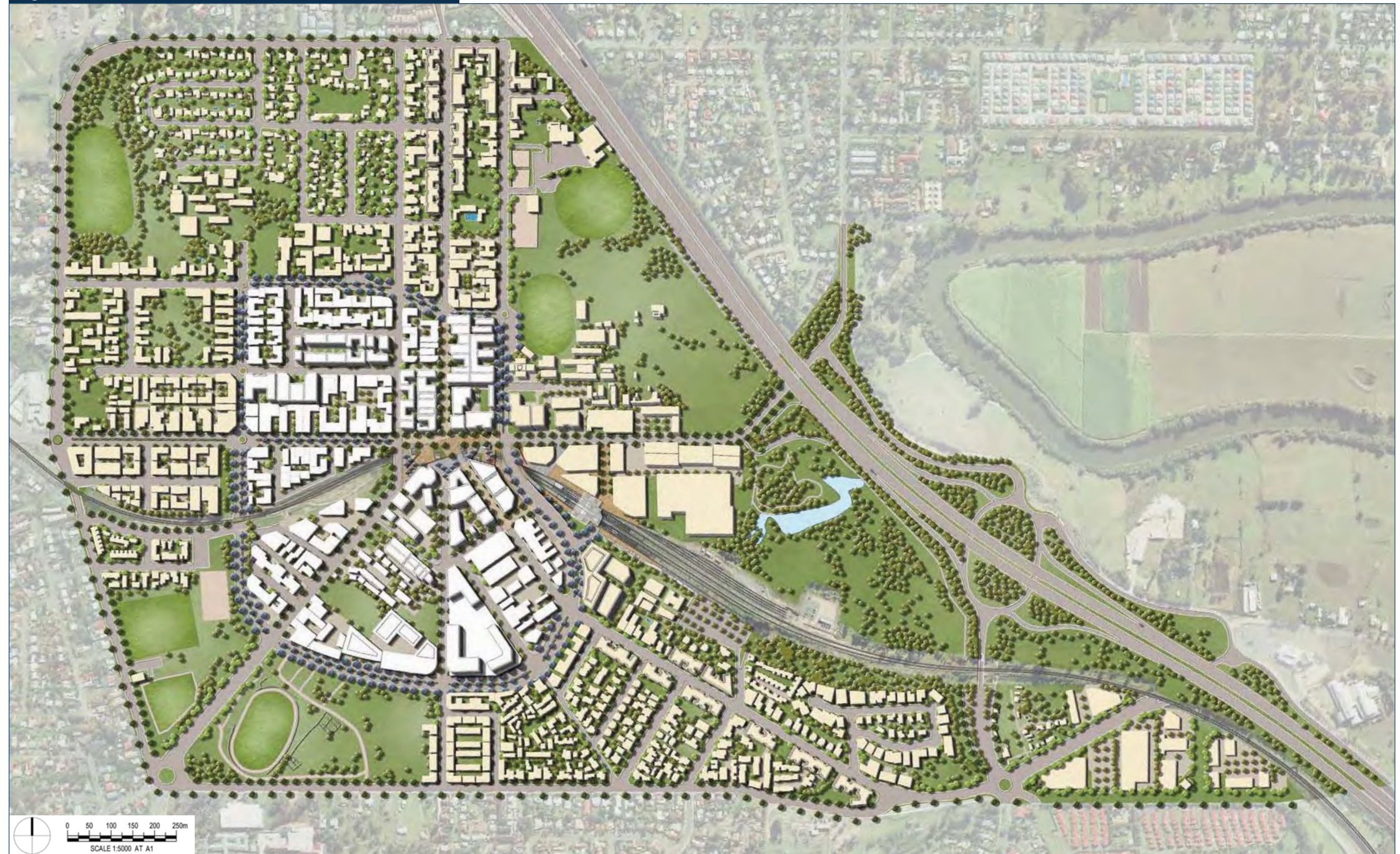
Public Realm and Open Space

- Create a centre that promotes best practice in subtropical design.
- Deliver a high quality and well connected open space network that includes provision for all age groups.
- Activate streets and provide active streets.
- Create a compact walkable neighbourhoods framed by the open space network and schools.

Access and Movement

- Enhance the user experience of movement routes through the centre to create a network of safe and attractive pedestrian and cycle routes.
- Allow for the ongoing effective access to parking within the centre and ensure that parking opportunities are accessible from the inner ring road.

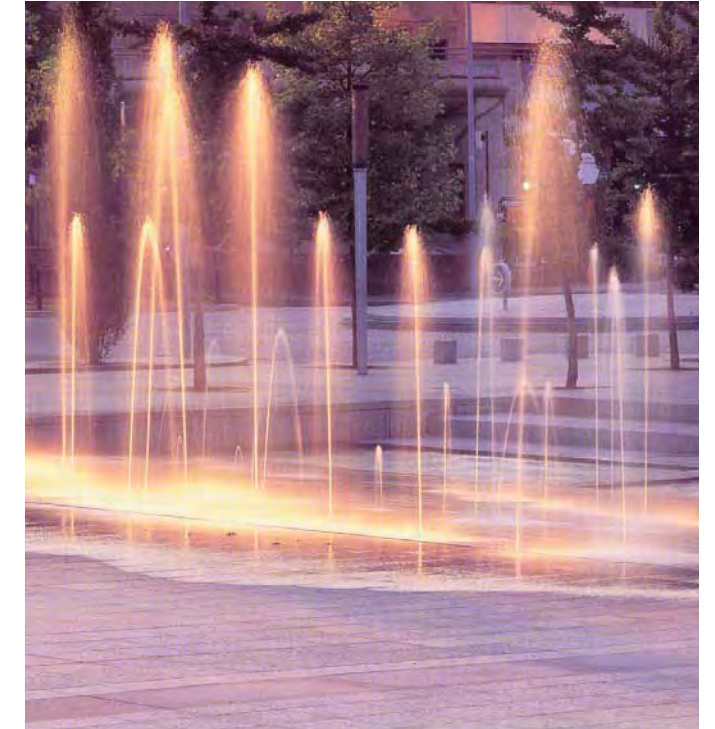
Figure 5.5 Urban Form Outcome of the Master Plan



5.5 Urban Form and Density Recommendations

The key action required to implement the Urban Form and Density Strategy is to develop urban design guidelines and planning scheme provisions that:

- Encourage the development of a compact Town Centre focusing height within the core to establish the primacy of the centre and a distinct sense of place.
- Ensure density outcomes meet the requirements of SEQRP and TOD guidelines.
- Encourage a variety of increased intensity residential accommodation within the Town Centre and adjacent to the transit centre.
- Unlock the retail potential along Main Street between the transit centre and the Town Square.
- Maximise surveillance of the public realm.
- Ensure built form outcomes respond to the topography and walkability.
- Ensure all new buildings have a strong relationship with the streetscape and the public realm.
- Permit increased residential densities with lower forms in the precincts surrounding the Town Centre.
- Ensure building form and design expresses local character and sub-tropical climate.

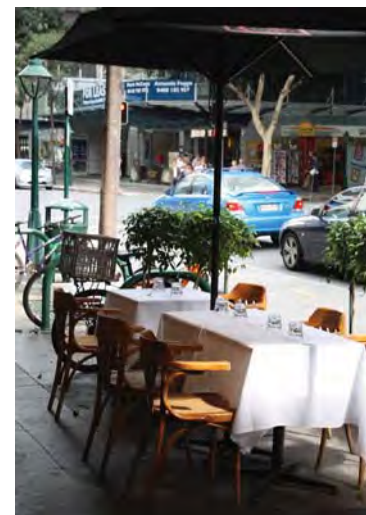
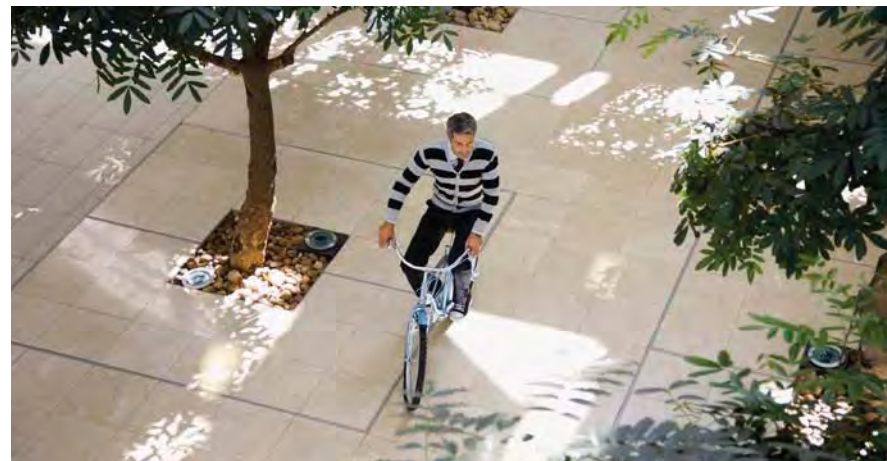


6.0 PUBLIC REALM AND OPEN SPACE

Public Realm and Open Space Strategy Objectives

- To recognise the importance of the public realm and its role creating sense of place
- To enhance the streetscape aesthetic within the Town Centre
- To provide a multi-functional Town Square that has a strong sense of local identity and village character
- To encourage active day and night uses at street level within the town core and surrounding the Town Square
- To provide a pedestrian and cycle friendly environment and allow pedestrians to reclaim the street from dominating vehicular uses
- To improve open space interfaces and promote linkages with adjoining land uses and built form
- To increase the legibility of the town core and its relationship to existing open spaces
- To enhance the relationship of the existing open spaces with the street to improve open space legibility
- To enhance the existing open spaces and ensure they are attractive and robust to meet the needs of the local community users and visitors

Currently the Beenleigh Town Centre suffers from a poor quality public realm. Particularly, the Beenleigh Town Centre streetscapes, which lack a consistent level of amenity and appear to have been neglected over time. The design and development of an integrated and functional high quality public realm within the Beenleigh Town Centre is crucial to rectify this issue. A public realm must comprise attractive and functional streetscapes, a robust, legible Town Square and town core with accessible green open spaces. These essential design elements will act to foster vibrant social, cultural and economic activity within the town core.



6.1 Public Realm

The Beenleigh Town Centre will be defined by its future role as a PAC. The elements contained within the Town Centre will directly influence the amenity and function of the public realm. These prominent influences include a major transport interchange, intensification of residential densities and a vibrant mixed use core. As a result specific parts of the public realm will need to respond to high volumes of use at different times and function of these spaces must not be compromised. The public realm will therefore need to be robust in the choice of materials and street furniture, and provide a strong address for the transport interchange and user variety at the streetscape level.

It is envisaged that both hard and soft streetscape treatments, appropriate co-location of compatible land uses, redefinition of the existing transport movements, densification of built form adjoining key streets to permit casual surveillance and enhanced streetscape built character are all guiding design criteria which must be adopted to assist in the reshaping of Beenleigh Town Centre.

The success of the public realm strategy for Beenleigh Town Centre is structured around a considered arrangement of the following elements, as demonstrated in Figure 6.1:

- The Town Square
- Upgrade of the town's major transport interchange (Beenleigh Transit Centre upgrade)
- The three key streetscape types (Primary Streetscapes, Secondary Streetscapes and Tertiary Streetscapes)
- The Town Centre's important corners and edges
- The key civic spaces
- The town entry statements



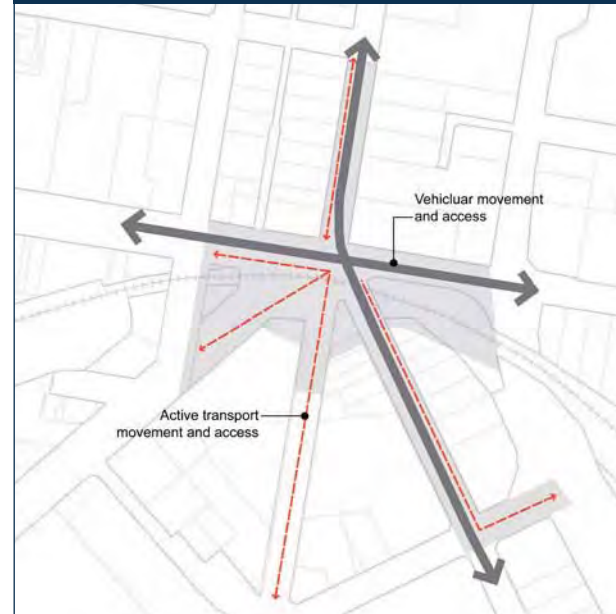
6.1.1 Town Square

The proposed Town Square will become the heart of Beenleigh and incorporate elements of design that are robust, active and vibrant. This space will provide opportunities for commercial, retail and social interaction between both local and surrounding communities. The space will perform both a wider public and local community role bridging the space between the civic precinct, commercial and retail high streets and as an economic hub of daily activity in the precinct. This will be achieved through considered design and a strong promotion of a pedestrian scale throughout the area. The overall design intent makes the provision of sufficient and attractive pedestrian and cyclist connections across the Town Centre and beyond a key consideration. As these movement corridors traverse the town they will link into the major public open spaces and schools, and will allow pockets of activity that will create a variety of public spaces for the community.

The role of the Town Square is to:

- Provide a focal point for business, retail and commercial activity at the heart of the town centre.
- Act as a place that is a defining statement of Beenleigh's character.
- Provide a community gathering destination for residents and visitors to the Town Centre
- Provide areas for passive and active recreation catering to all generations.
- Be designed to include flexibility for multifunctional uses and include a variety of environments to support a diverse range of uses - both civic and informal.
- Cater for daytime and night time activities, and provide safe access 24 hours.
- Provide a strong reference and point of civic identity for the Town Centre, promoting civic pride and a source of community information.
- Promote cyclist and pedestrian connectivity and comfort through the town.
- Embed Water Sensitive Urban Design techniques within the design.

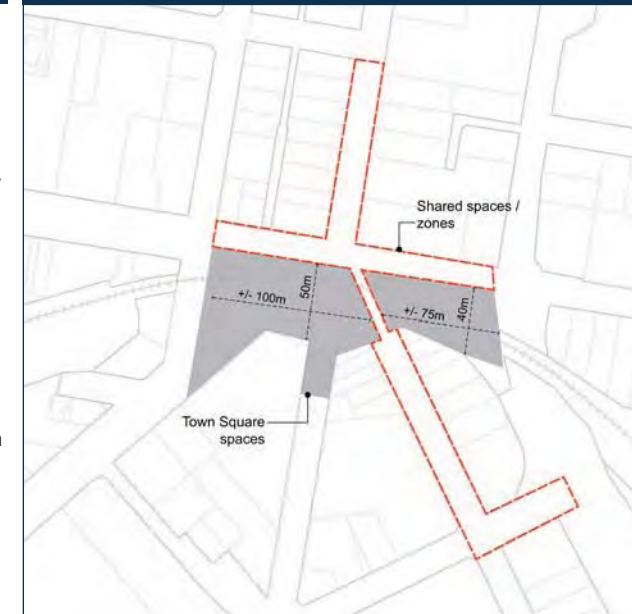
Figure 6.2.2 Movement, Access and Safe Urban Design



Design Principle 2: Movement, Access and Safe Urban Design

The Town Square is the primary civic space. Connectivity and ease of movement for pedestrian and cyclist takes priority over vehicular movements. Whilst vehicular movement is still permitted through the Town Centre, two way traffic will be slowed through George Street, City Road and Main Street. Slow moving traffic contributes to the social vitality and economic viability of the Town Centre.

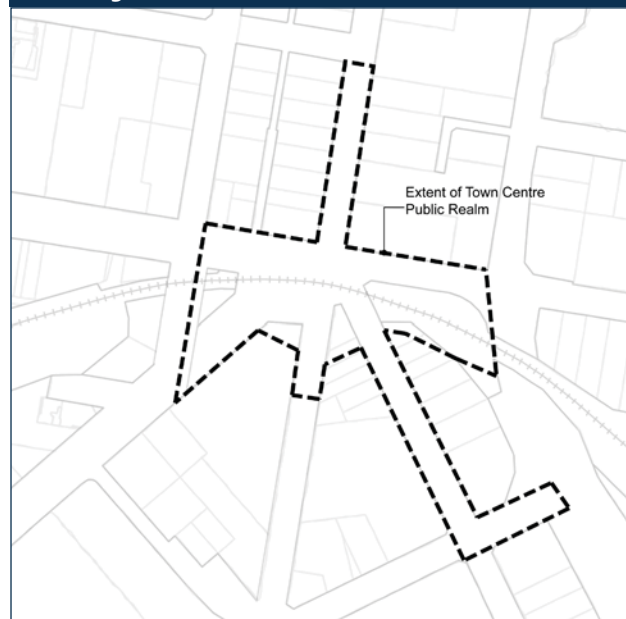
Figure 6.2.3 Town Square and Shared Spaces



Design Principle 3: Town Square and Shared Spaces / Zones

The square is divided into two zones providing the opportunity for a range of passive and active recreation areas catering to all generations.

Figure 6.2.1 Extent of Town Centre Public Realm



Design Principle 1: Extent of Town Centre Public Realm

The long term extent of the Town Square and shared streets connects the major pedestrian areas to the heart of the Town Centre.

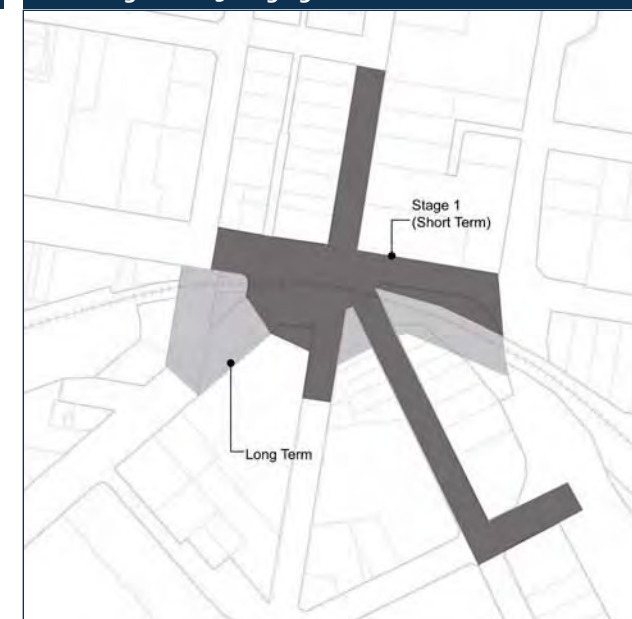
Figure 6.2.4 Active Frontages and Multi-purpose Areas



Design Principle 4: Active Frontages and Multi-purpose Areas

The square should be designed to include flexibility for multifunctional uses and include a variety of environments to support a diverse range of uses. 75% of built edges are to have active street frontages facing the square.

Figure 6.2.5 Staging



Design Principle 5: Staging

Stage 1 allows for a central Town Square and streetscape improvements on City Road, Main Street, Bellew Street and George Street in the short term. Stage 2 is a longer term option at the time that the railway line is upgraded. At this time the square will be extended to the south and a link road is provided cross the railway line improving connectivity from James Street to York Street.

The Town Square design principles are shown in Figure 6.2.1 to 6.2.5. (Images are indicative only and are subject to final detailed design)

Town Square Design Considerations

Based on the above principles for the development of the Town Square, a number of further considerations exist for progressing the design and realising its contextual linkages:

- Business, commerce and retail activity is enhanced within buildings fronting the main square to ensure activity, safety and encourage people to use the Town Square.
- The square is designed to be safe for everyone
- Surveillance and CPTED design principles are integrated to ensure the plaza feels safe for everyone. The police station is visible from the Town Square and is located in close proximity down Kent Street.
- Active frontages are to be maximised in accordance with the design principles, which will require a flexible arrangement for leases, licences and operating hours.
- The Town Square design will generate the central source of the Beenleigh landscape character and architectural style. Beenleigh's public realm suite of urban design and placemaking elements will be built from the Town Square design – colour and lighting, pathways, wayfinding signage, streetscape furniture, trees and vegetation, built form.
- There is potential for the western edge to be framed by a pub and laneway precinct, consisting of the three existing pubs on George Street, and John Lane – a precinct with good potential for edge activation and infill with other complementary traders.
- The southern edge will be a north-facing space framed by the District Courthouse, and is the entry point to the Town Square from the Showgrounds walk.
- The northern edge is to be a vibrant and active retail and Town Centre commercial precinct.
- It will be important that the Town Square connects seamlessly into the core retail strips along Main Street and City Road
- Provide for flexible and multiple use of space as shown in the design principles, to enable areas within the Town Square to serve a wide range of functions - shade and relaxation, alfresco dining, active entertainment and expression, information, and social interaction – and be adaptable to future staged expansion.

Town Square Key Issues

Staging around future expansion and covering of rail line

The Town Square could ultimately grow in stages to an ultimate size as shown in Figures 6.2.1 - 6.2.5, however this is contingent on the rail line being covered between York Street and Alamein Street as part of future rail upgrades. The rail upgrade will see the existing corridor in this location widened along the southern edge of the current alignment to accommodate a 3rd and possibly 4th track.

The QLD State Government has advised this upgrade work is not expected to commence until after 2020. It is therefore necessary that the Town Square be constructed in stages to ensure that the revitalisation of Central Beenleigh is able to occur as the highest early priority of the

Implementation Plan.

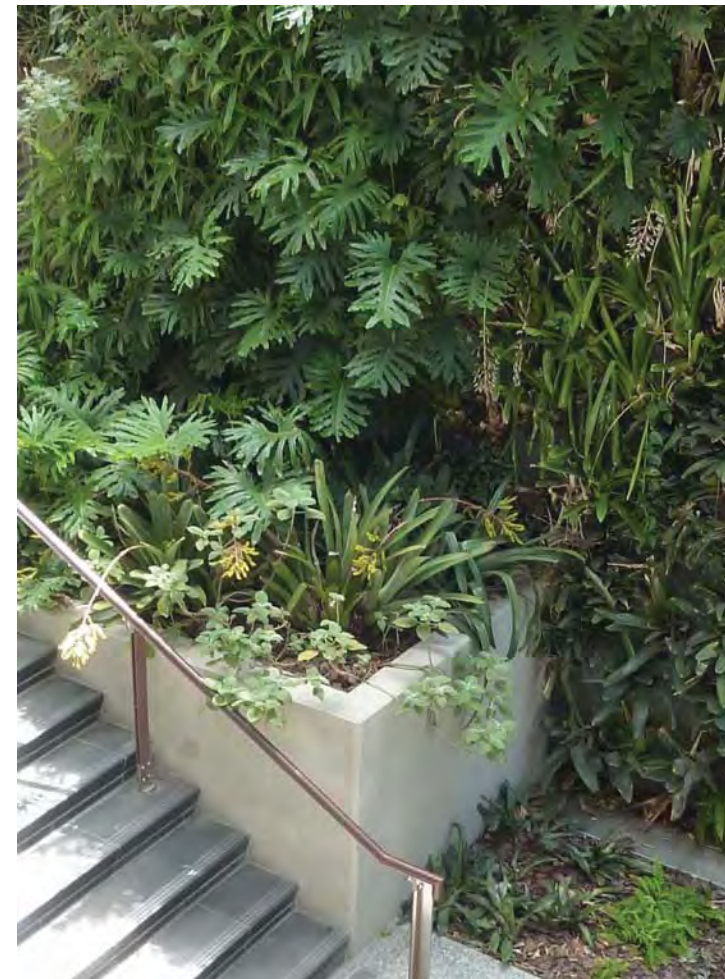
The Illustrative Town Square Master Plan is shown in Figure 6.3.

It is recommended that design of the Town Square and local street re-configuration be commenced as soon as the Master Plan is endorsed so that is "shovel ready" in advance of other improvements such as changed parking regime, and the ring road completion. The design process should include a high level of participation from and close consultation with local community stakeholders, local retailers and property owners.

Changes to existing traffic movements on local streets

Changes to local traffic circulation and the establishment of active streets in the vicinity of the Town Square are subject to detailed design. A number of options for changes to local street configuration have been considered in previous studies, and are discussed in Section 8.1.2 of the Master Plan.

An indicative layout is shown conceptually in Figure 6.3. The detailed design of the future Town Centre movement network will need to be undertaken as an integrated component of the Town Square design.



1. Town Square multi-purpose spaces
2. Town Square active streets, shared spaces / zones, differentiated by pavement treatment
3. Upgrades to Beenleigh Transit Centre with main access opposite Bellew Street
4. Active frontages to built edges facing Town Square
5. Increase residential intensity within the Town Centre
6. Transit oriented development opportunities
7. Civic Precinct with Police Station, Courts, library, schools, community and performing arts facilities
8. Connect James Street to York Street
9. Railway corridor openings where railway line passes under Town Square. Consider architectural treatment or green walls.

Figure 6.3 Town Square Master Plan



(Indicative layout only, subject to final detailed design)

6.1.2 Beenleigh Transit Centre

The overall strategy for the Transit Centre is to create a precinct that integrates with the surrounding urban form, facilitates development of an appropriate mix of transit supportive land uses and provides legible and accessible connections with the surrounding community. Given that this railway station building will be on the same visual level as the town square, the building and associated structures should be architecturally distinctive in order to act as a local landmark that aids legibility and enhances a contextually appropriate sense of place.

Although not the scope of the Master Plan, the priority for the Beenleigh Station plaza design is to provide a transition between the development and the train station and provide a suitable gateway experience to arrival at this upgraded station. Connectivity is an important element of this space. There should be passive pedestrian friendly areas. These areas should be legible and inviting, and they should create a safe haven from the bustling train station and high street. They will be urban in character with easy access to nearby amenities.

The public realm contribution of the Transit Centre is to:

- Ensure the station building is prominent within the streetscape to enable ease of legibility and of an appropriate scale and form for its local context.
- Incorporate high-quality architectural design which promotes user comfort and safety, and which will leave a positive built legacy for the surrounding area.
- Provide pedestrian friendly meeting points that feel comfortable and safe.
- Provide necessary amenities including: street furniture, community information centres, cycling facilities, etc.
- Create a linkage between communities to the east and west of the Transit Centre.

Principles for consideration include:

- Create an identity for the street and community
- Active frontage on built edges defining the space
- Facilitate the safe and easy movement of pedestrians
- Provide shaded areas and climatic comfort for pedestrians and cyclists
- Include street furniture within the design of the space to accommodate resting, waiting and people watching
- Provide locations for cycle facilities including cycle racks and storage facilities
- Provide a visual link between the adjacent high street and the railway station



6.1.3 Primary Streetscapes

The streetscape classification defines the significance of each of these spaces and the level in which they contribute to creating a high quality public realm.

Primary streetscapes form the critical network of key streets within the Town Centre. These streets are critical to the development of a high quality public realm and as such will require enhancement and ongoing maintenance to achieve the public realm objectives that have been formulated.

Streetscape sections have been prepared for George Street, City Road and Main Street which depict the primary streetscape identified in Figure 6.4 Street Treatments. These include:

- City Road south of Lae Street (refer to Figure 6.5.1 - 2);
- George Street west section between City Road and Zander Street (refer to Figure 6.6.1 - 2);
- George Street central between City Road and Alamein Street (refer to Figure 6.7.1 - 2);
- Main Street (refer to Figure 6.8.1 - 2); and
- Bellew Street between Main Street and Alamein Street.

The enhancement works proposed for these primary streetscape spaces are intended to soften the street and enhance the streetscape amenity whilst also working to calm vehicular traffic within the core. Traffic calming design measures are paramount to recreating a public realm within the Town Centre of Beenleigh that is functional, safe, and centred on active movement.

The traffic calming measures proposed for the primary streetscapes within the Town Centre include the provision of road platforms (elevated sections of roadway), varying road pavement material and/or colour, throttling of high use roads within the town core (narrowing vehicular road widths), on-street parking (parallel and angled), provision of roadway signage, inclusion of bollards where necessary, to permit safe pedestrians movement, activate street level uses, installation of mature boulevard planting, widening of pedestrian footpaths and establishment of town entry statements/gateways to increase legibility of the town core.

In conjunction with public realm, open space and streetscapes enhancements, the proposed vehicular traffic calming measures will act as the critical design controls necessary to reinforce safe and comfortable pedestrian and cycle movement within the town centre. Active pedestrian friendly streets will only be achieved if pedestrians and cyclists are provided with the opportunity to reclaim the street from the vehicular domination that currently exists.



City Road Streetscape

It is intended that the City Road streetscape will take the form of a Town Centre street located at the commercial heart of Beenleigh.

The road frontages will include a variety of the commercial and office related uses and act to activate what will be a high quality public realm. The built form will reflect a more human scale and support increases in pedestrian activity. In particular, corner sites will be activated with uses generating a high level of activity. The streetscape treatments and road configuration proposed will include the following:

- Two way roadway to remain as per existing arrangement
- Widening of pedestrian footpath areas on both sides of City Road
- Installation of large awnings to all buildings fronting City Road to provide users with shade/rain cover

- Shade trees to both sides of the road in 'build outs' and in line with parallel parking spaces to create a sense of enclosure and provide a softer frame to the streetscape
- On-street cycle lanes travelling in both directions along City Road connecting to Main Street and upgraded rail station

Figure 6.5.1 City Road Section

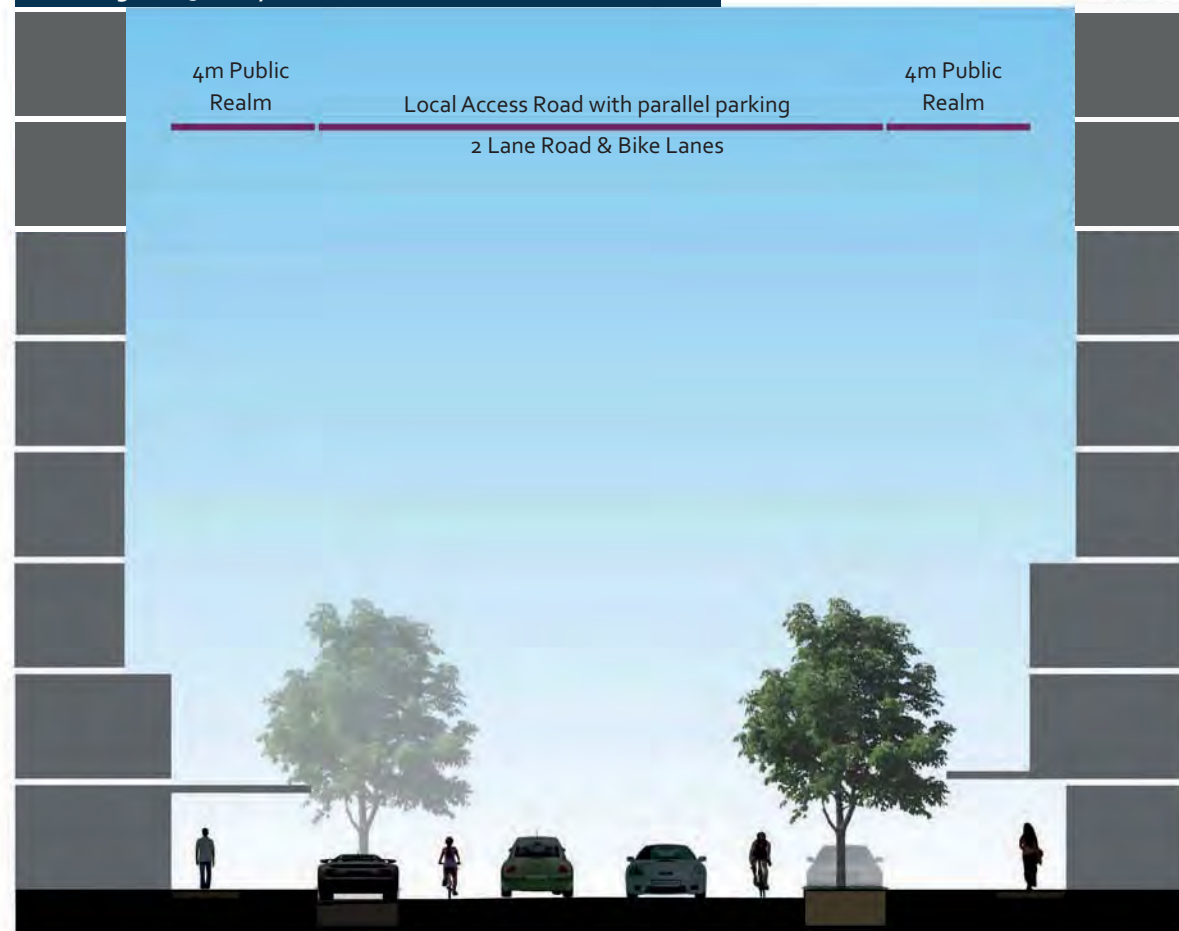


Figure 6.5.2 City Road Plan

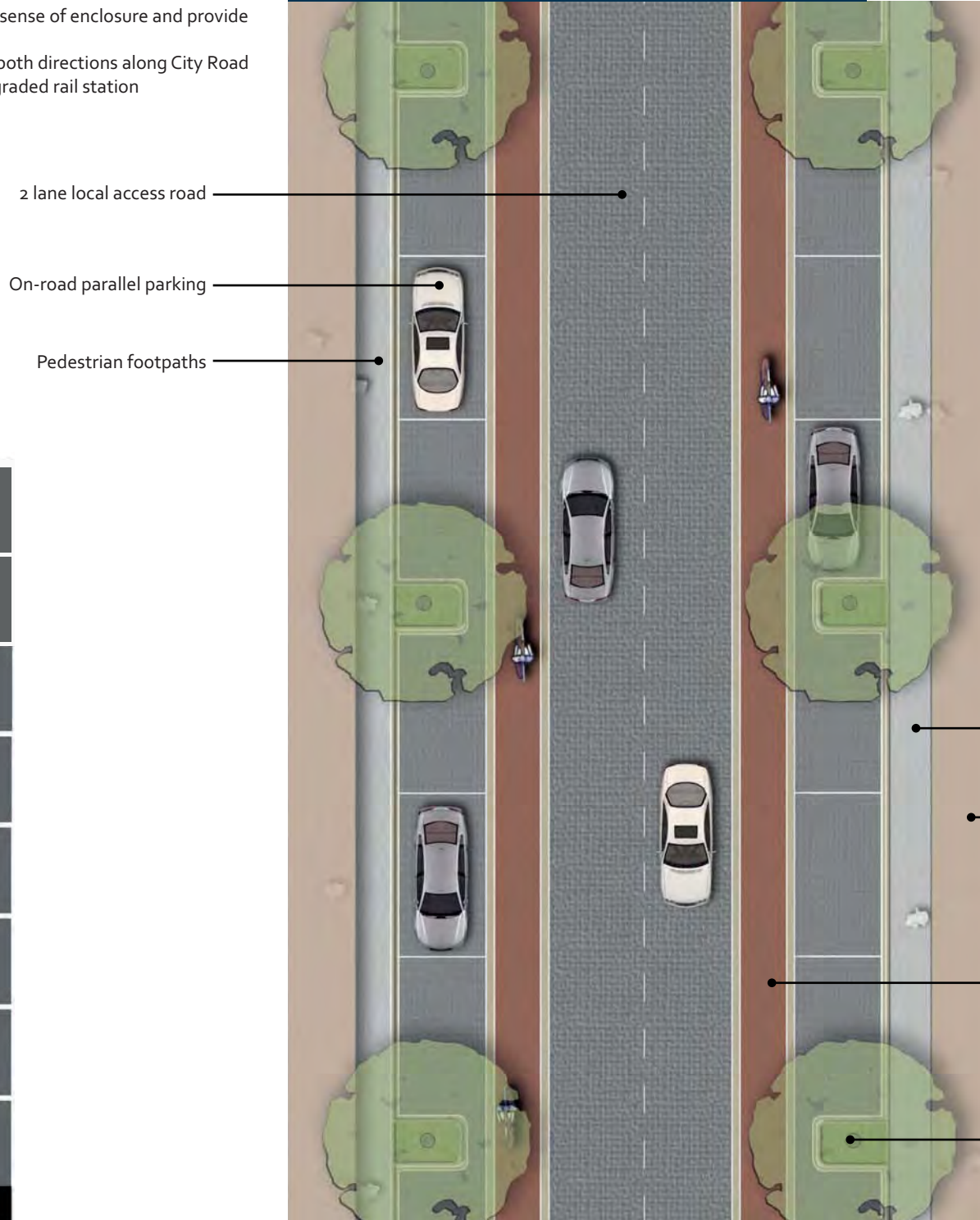
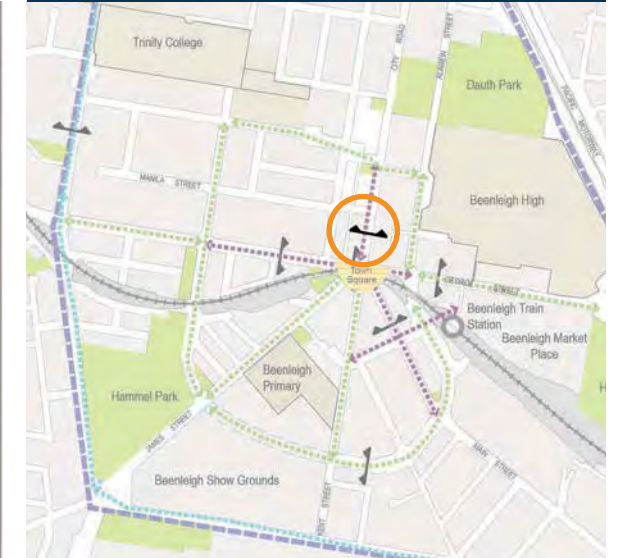


Figure 6.5.3 City Road Key Plan



- Pedestrian footpaths
- Awnings of adjacent buildings over footpath
- On-road bicycle lanes
- Shade tree planting to footpath 'build outs', in line with parallel parking

Plans, sections and images are indicative only. Subject to further design, studies and consultation with key stakeholders.

Figure 6.5.4 City Road Streetscape Perspectives



Awnings of adjacent buildings over footpath, to provide shade / rain protection

Widened pedestrian footpaths to encourage increased activity



Shade tree planting to footpath 'build outs', in line with parallel parking

The built form will reflect a more human scale and support increases in pedestrian activity.

On-road bicycle lanes

Plans, sections and images are indicative only. Subject to further design, studies and consultation with key stakeholders.

George Street West Streetscape

The George Street West streetscape also has strong connections to the Beenleigh commercial heart. It is intended that this streetscape be activated with commercial and retail uses at street levels. It is anticipated that building heights along George Street west will be 8 - 12 storeys to reflect the proposed intensity and scale of development within the adjoining commercial core to the east and high density residential development to the north. Coupled with this increase in the density of the built form the streetscape environment along George Street west will include the following treatments and roadway improvements:

- Two way roadway separated by median
- Shift from angled parking configuration to a parallel arrangement
- Widening of pedestrian footpath areas resulting from the change in parking arrangement
- Provision of large shade trees to both sides of the road on pedestrian footpaths and also within landscaped median. This will help to create a sense of enclosure and provide a softer frame to the streetscape

- Formalise on-street cycle lanes travelling in both directions along George Street connecting to City Road, Main Street and Boundary Street
- Installation of large awnings to all buildings street frontages to provide users with shade/rain cover

Figure 6.6.1 George Street West Section



Figure 6.6.2 George Street West Plan

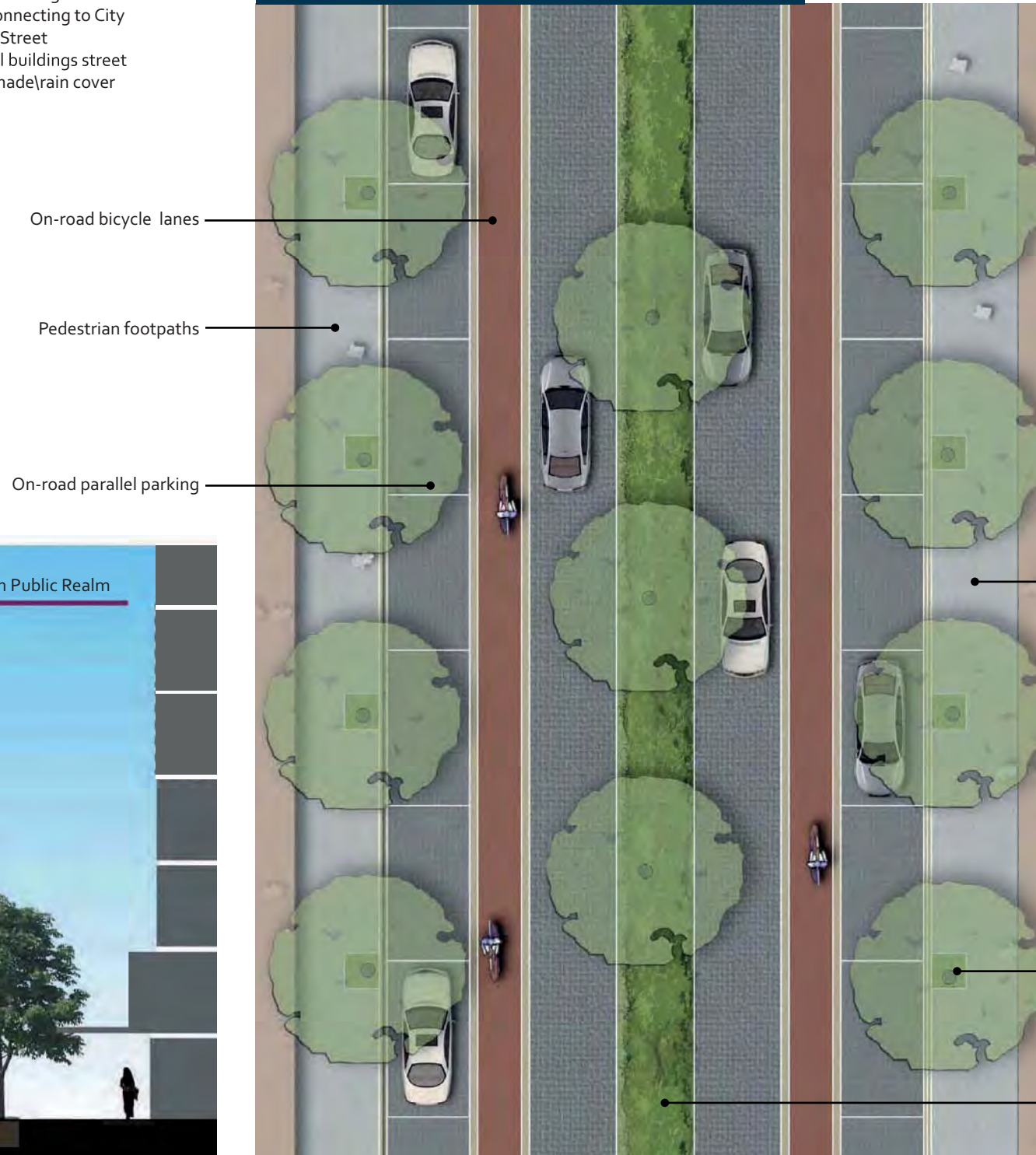


Figure 6.6.3 George Street West Key Plan



- Pedestrian footpaths
- Awnings of adjacent buildings over footpaths
- Shade tree planting to footpaths
- Widening of median planting area

Plans, sections and images are indicative only. Subject to further design, studies and consultation with key stakeholders.

George Street Central Streetscape

This section of the George Street streetscape will adjoin the Town Square which forms the central core of the Beenleigh Town Centre study area. This area will be where most of Beenleigh's intensive commercial, retail, community and residential activities occur. Pedestrian activity connectivity will be critical in this area and will be reinforced through the provision of a low speed vehicular environment. In addition to the reduction in vehicle speeds the two lane access road which separates George Street north and the Town Square will include feature paving from the Town Square which spills over into the cycle and roadways to visual identify this area as a shared pedestrian zone. Key features of the George Street central streetscape include the following:

- Provision of on-road cycle lanes on both sides of street that connect to James Street, City Road and Mains Street
- Widen pedestrian footpath on George Street north
- Removal of on street parking to reinforce George Street north and Town Square connection

- Provision of large shade trees to both sides of the road on pedestrian footpaths. This will help to soften the streetscape
- Formalise on-street cycle lanes travelling in both directions along George Street connecting to City Road, Main Street and Town Square

Figure 6.7.1 George Street Central Section



Figure 6.7.2 George Street Central Plan

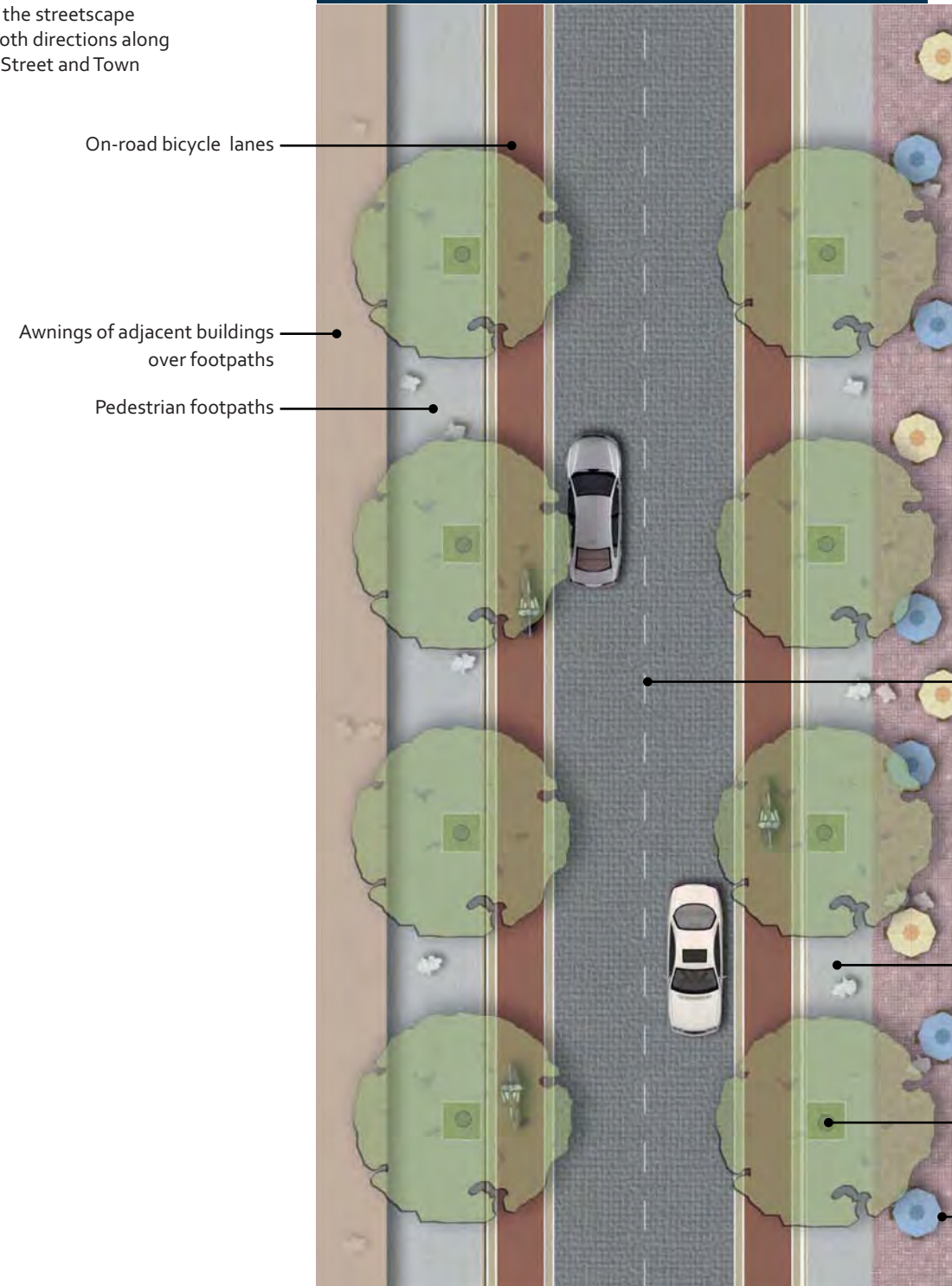
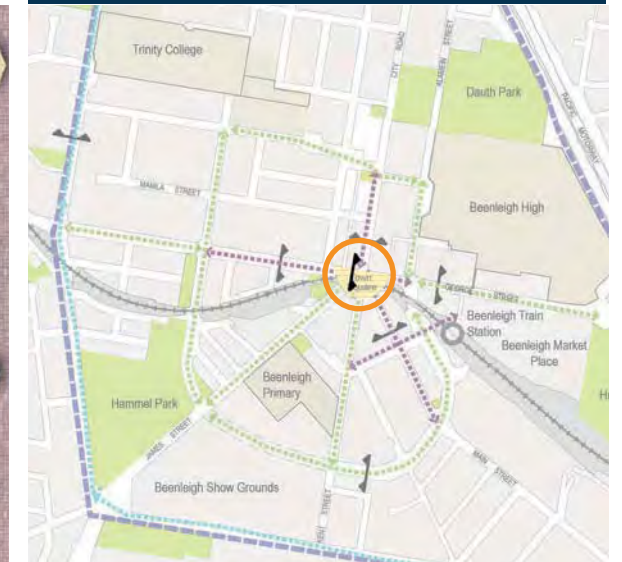


Figure 6.7.3 George Street Central Key Plan



2 lane local access road - grade separation (kerb) between road and Town Square

Pedestrian footpaths in road reserve - differentiated from Town Square by pavement treatments

Shade tree planting to footpaths

Town centre square multi-use area

Plans, sections and images are indicative only. Subject to further design, studies and consultation with key stakeholders.

Main Street Streetscape

It is intended that the Main Street streetscape will take the form of an active street located at the retail heart of Beenleigh.

The road frontages will include a variety of retail uses and help to activate what will be a high quality public realm. The built form will reflect the more human scale and support high pedestrian activity. In particular, corner sites will be activated with mixed use ground level uses. These active uses will be complimented by the following landscape and urban design streetscape treatments:

- Two way roadway to remain as per existing arrangement including parallel parking on both sides of the roadway
- Widening of pedestrian footpath areas on both sides of the roadway to allow for al fresco dining
- On-street cycle lanes travelling in both directions of Main Street connecting to upgraded rail station via Bellew Street
- Installation of large awnings to all buildings fronting the roadway to provide users with shade and rain cover
- Shade trees to both sides of the roadway located on footpath to create a sense of enclosure and provide a softer frame to the streetscape

Figure 6.8.1 Main Street Section



Figure 6.8.2 Main Street Plan

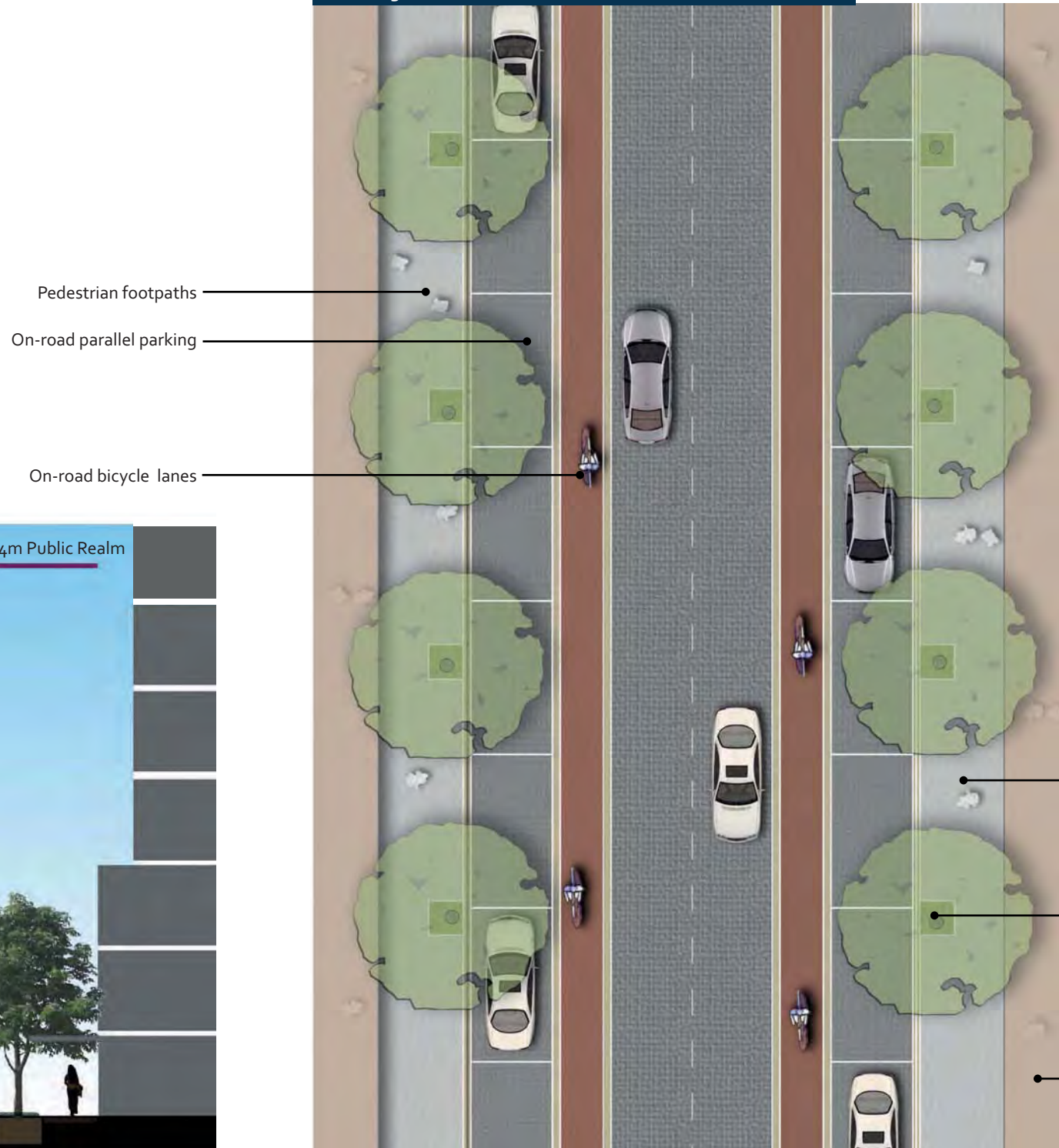
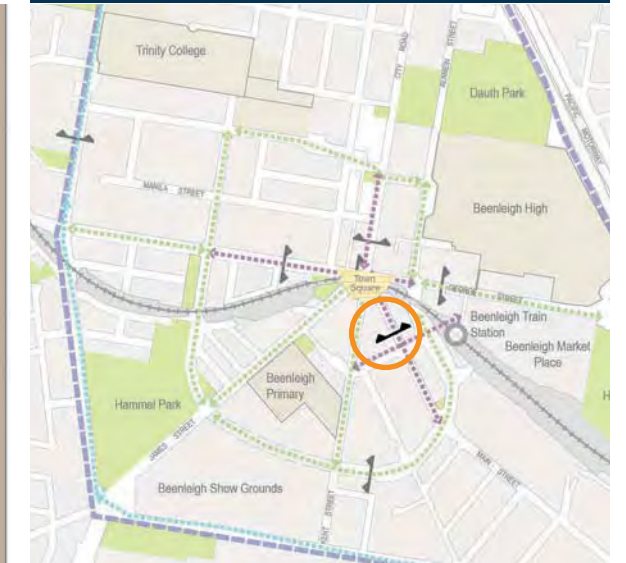


Figure 6.8.3 Main Street Key Plan



- Pedestrian footpaths
- Shade tree planting to footpaths
- Awnings of adjacent buildings over footpaths

Plans, sections and images are indicative only. Subject to further design, studies and consultation with key stakeholders.

Figure 6.8.4 Main Street Streetscape Perspectives



The built form is to reflect a more human scale and support a high level of pedestrian activity

On-road bicycle lanes



Awnings of adjacent buildings over footpath, to provide shade / rain protection

Shade tree planting to footpath to create a sense of enclosure and provide a softer frame to the streetscape

Widened pedestrian footpaths to encourage increased activity and al fresco dining

Plans, sections and images are indicative only. Subject to further design, studies and consultation with key stakeholders.

6.1.4 Secondary Streetscapes

The purpose of the secondary streetscape is to provide a definitive legible connection and green link between the primary Town Centre core streetscape areas and the surrounding open spaces. Locally occurring species of mature street tree planting will facilitate these green links and provide green vistas to open space parks

Secondary streetscapes identified in Figure 6.4 include:

- All sections of the inner ring road (Alamein Street, Lae Street, Kokoda Street, Bougainville Street, Zander Street) (refer to Figure 6.9.1 - 2);
- The sections of Kent and James Streets which radiate out from the Town Square and intersect with the inner ring road connecting with Hammel Park;
- The eastern and western balance of George Street (refer to Figure 6.10.1 - 2);
- The section of Boundary Street which connects to Bill Norris Oval; and
- The section of Alamein Street which connects to the primary streetscape of George Street east to Dauth Park



Inner Ring Road Streetscape

The Inner Ring Road is classified as secondary streetscape. This streetscape classification will involve a more subtle treatment type and will provide soft green public realm linkages between the Showgrounds and the adjoining civic, community and performing arts facilities.

It is intended that the Showgrounds precinct which flanks part of the Inner Ring Road will develop as a destination and attraction within Beenleigh and contain mixed use community facilities to host community events, performing arts, weekend markets, town gardens and act as a potential incubator precinct for emerging creative industry.

At the streetscape level the following treatments will be applied to strengthen the quality, function and user perception of the public realm:

- Two way roadway separated by median with parallel parking on one side of the roadway subject to available road reserve width

- Widening of pedestrian footpath areas on both sides of the roadway to promote town core walkability
- On-street cycle lanes travelling in both directions providing users with a connected cycle link around the town core
- Installation of large awnings to all buildings fronting the roadway to provide users with shade and rain cover
- Shade trees planted in median and on both sides of the roadway on footpath to create a sense of enclosure\ shade cover and provide a softer streetscape frame

Figure 6.9.1 Inner Ring Road Section

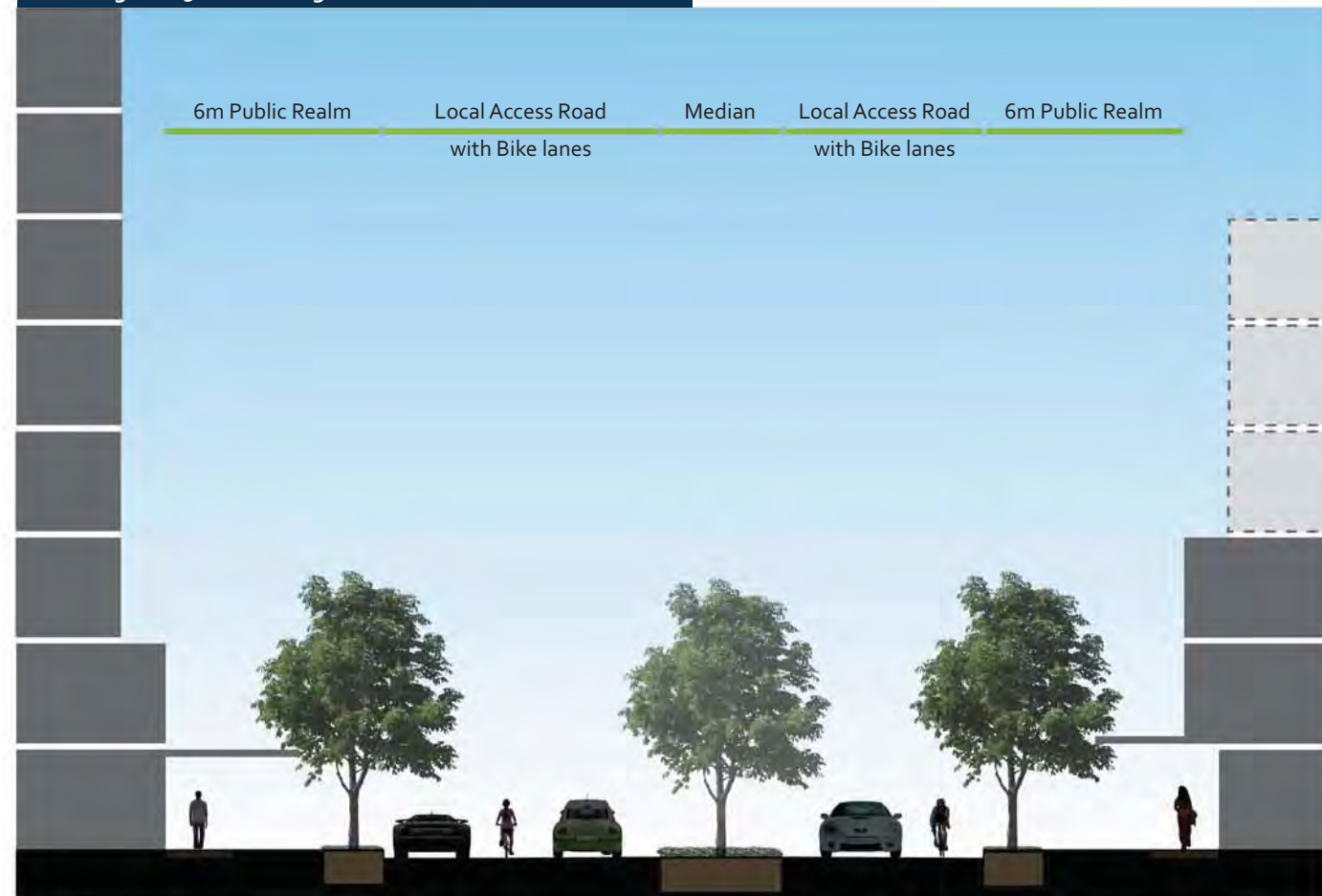


Figure 6.9.2 Inner Ring Road Plan

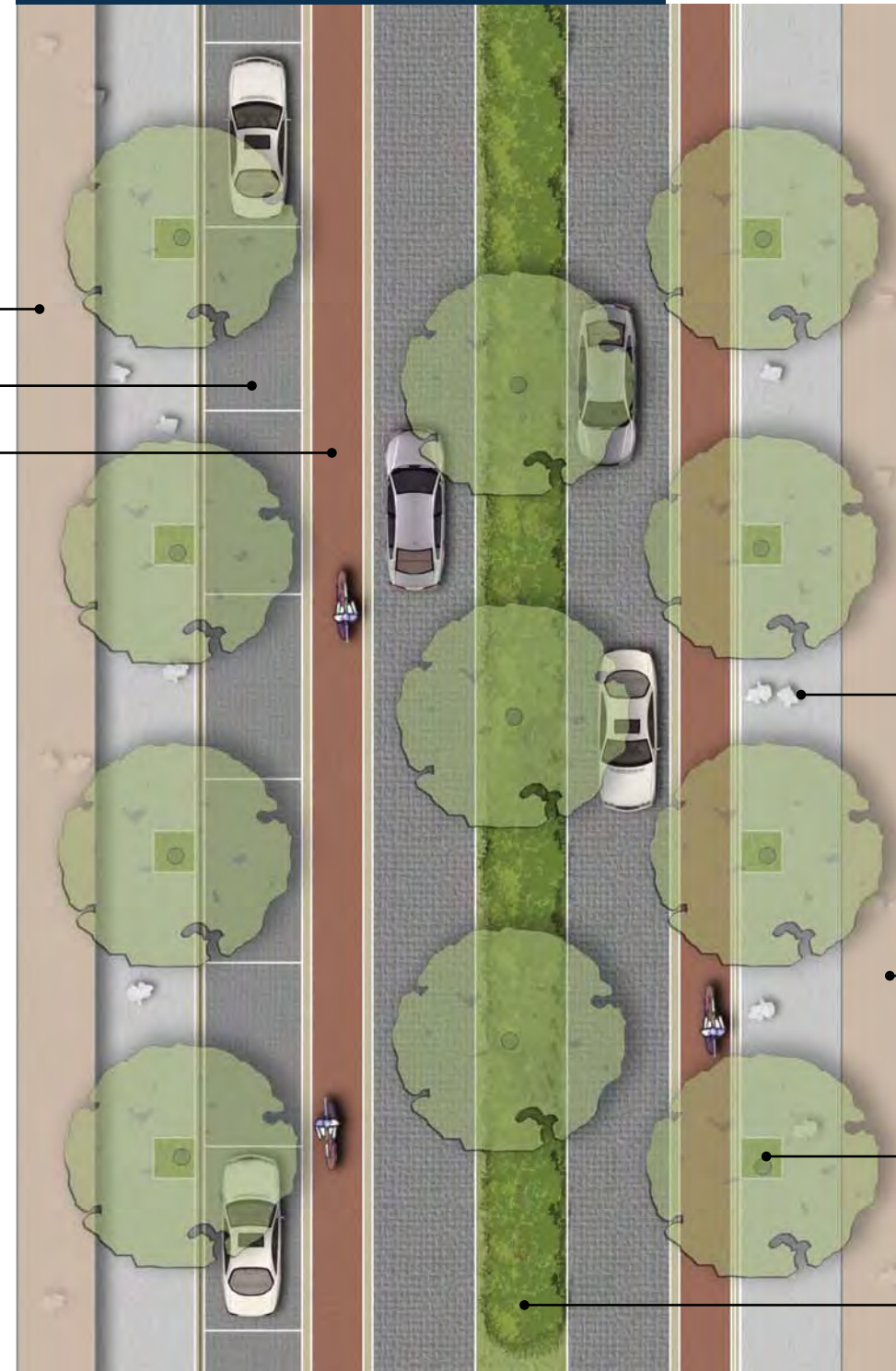
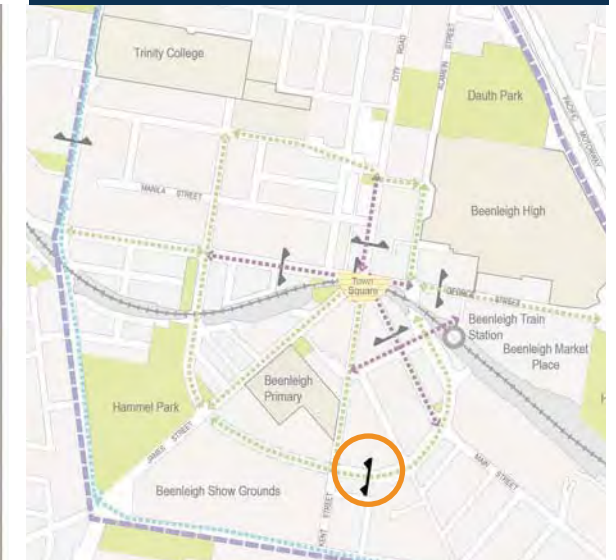


Figure 6.9.3 Inner Ring Road Key Plan



- Awnings of adjacent buildings over footpaths
- On-road parallel parking
- On-road bicycle lanes

Pedestrian footpaths

• Awnings of adjacent buildings over footpaths

• Shade tree planting to footpaths

• Planted median

Plans, sections and images are indicative only. Subject to further design, studies and consultation with key stakeholders.

Figure 6.9.4 Inner Ring Road Streetscape Perspectives



- Awnings of adjacent buildings over footpath, to provide shade / rain protection
- Shade tree planting to footpath to create a sense of enclosure and provide a softer frame to the streetscape
- Widened pedestrian footpaths to encourage increased activity and town core walkability
- On-road bicycle lanes



- The built form is to reflect a more human scale and support a high level of pedestrian activity
- Planting to medians to create a sense of structure and provide a softer frame to the streetscape

Plans, sections and images are indicative only. Subject to further design, studies and consultation with key stakeholders.

George Street East Streetscape

This sub-precinct is already an existing retail hub; however, it is characterised by a mix of big box retail, retail showroom, light industry and other commercial services as principally a driving destination with large areas of car parking. Beenleigh Marketplace is the main retail location within this area. This sub-precinct poses the opportunity for under-utilised sites to be re-developed and further consolidated with adjoining retail and commercial development. A stronger connection with the Commercial Core Sub-Precinct, the future Town Square and Transit Centre to the south, which will be subject to re-development for mixed uses, will be nurtured. This relationship is to be further established through boulevard planting to create a better pedestrian environment and improvements to traffic arrangements for cyclists and pedestrians.

Beenleigh Marketplace could embrace further development, including development orientated towards the adjoining parklands, Hugh Muntz Park, to capitalise on its local amenity as well as increasing the prominence of these under-utilised parklands. Improvements to Hugh Muntz Park could also support increased community use of parkland.

Figure 6.10.1 George Street East Section



Figure 6.10.2 George Street East Plan

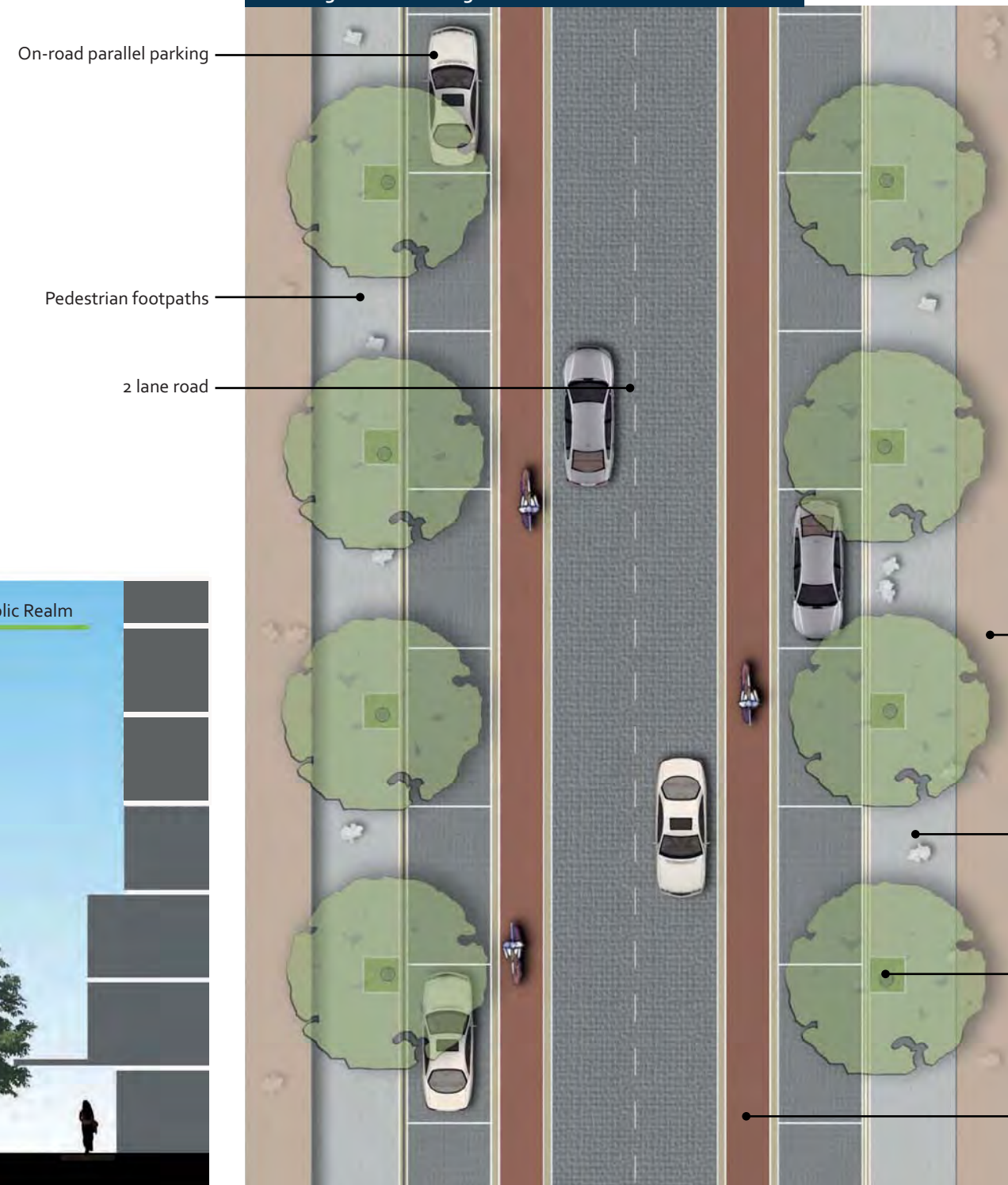
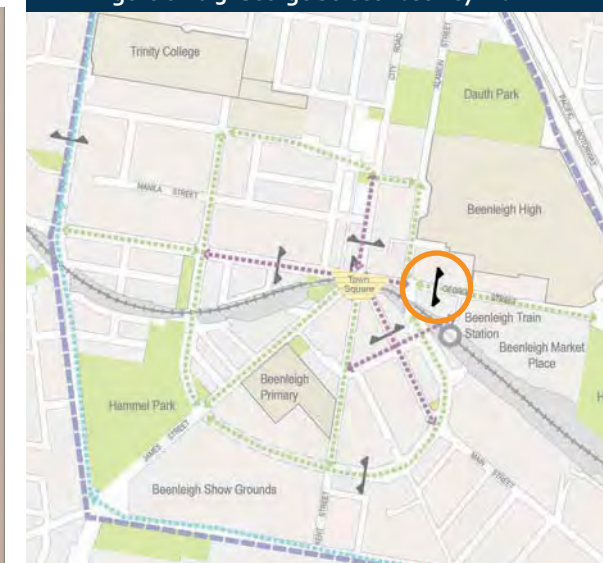


Figure 6.10.3 George Street East Key Plan



- Awnings of adjacent buildings over footpath
- Pedestrian footpaths
- Shade tree planting to footpath
- On-road bicycle lanes

Plans, sections and images are indicative only. Subject to further design, studies and consultation with key stakeholders.

6.1.5 Tertiary Streetscapes

The tertiary streetscape is a subtly landscaped street which is proposed to provide a transition for users entering the town.

Tertiary streetscapes identified in Figure 6.4 include the streets that form the bypass route and create the main entry and exit roads of the town.

These roads include:

- Logan Street
- Boundary Street (refer to Figure 6.11.1 - 2)
- Hammel Street
- Milne Street
- Main Street
- Distillery Road

Cycle paths will be off road in these streetscape environments as these roadways will be higher speed environments.

6.1.6 Primary and Secondary Corners

Important corners have also been identified as key elements which contribute to the successful development of a high quality public realm. The primary corners/edges identified include all blocks flanking the Town Square and at the intersection of Main and Bellew Streets as these edges will play a critical role in activating the town core and connecting to the station.

Secondary corners have been recognised at corners/edges of mixed use blocks which have important interfaces with adjacent lands uses such as the Beenleigh Show Grounds and the Beenleigh Transit Centre. These secondary corners and edges will provide a variety of ground floor uses and further assist to activate these streetscapes.

6.1.7 Key Civic Spaces

The town's key civic activities and spaces are located along a corridor south west of the town core (Town Square) and are framed by both James and Kent Streets. These important civic and community uses include the District Court, Library, Events Centre and Showgrounds. They are ideally located within close proximity of town centre and Town Square, within comfortable walking distance to the Transit Centre (transport interchange) and adjacent to Hammel Park (a large open space park).

6.1.8 Entry Statements

Currently, the town core (areas within the inner ring road) is lacking legibility. The strategy proposed to rectify this issue is the provision of town arrival entry statements and activity specific entry statements. The town arrival entry statements are proposed to act as gateway elements and will provide locals and visitors with visual markers that in turn will increase streetscape legibility. It is anticipated that the entry statements

will include a combination of arrival\directional signage element, feature landscape planting treatments, feature lighting, art installation and framed in raised retaining wall or precast plinth structure.

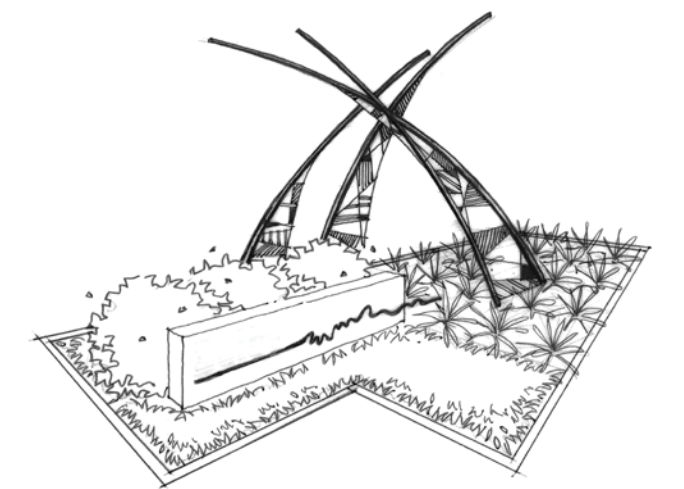
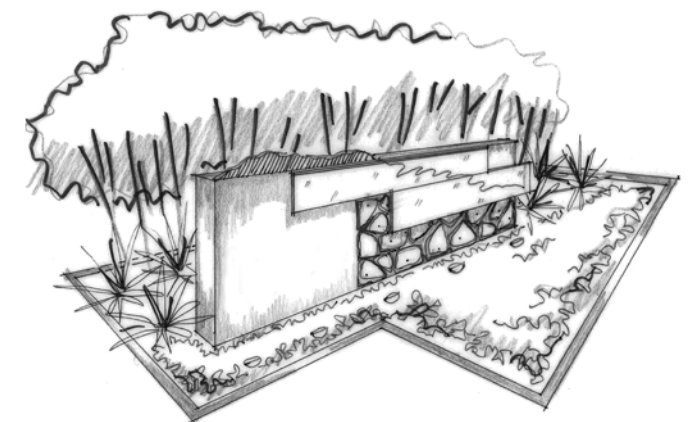
The five town arrival entry statements proposed include:

- The intersection City Road and Lae Street
- The intersection of Alamein Street and Main Street
- The intersection of George and Alamein
- The intersection Boundary and George Street
- The intersection of James Street and future Inner Ring Road.

Complementing the town arrival entry statements are four activity specific entry statements within the Town Centre. The activity specific entry statements are proposed to improve streetscape legibility and help to identify the town's prominent uses\activities for visitors. The activity specific entry statements are smaller scale signage installations that identify, and act as arrival and directional elements within the streetscape environment but to not dominate a corner or section of the streetscape where the arrival entry statements will sit. These are located at:

- The Alamein Street frontage of Dauth Park (Active Lifestyle Precinct)
- The future Inner Ring Road frontage of the Showgrounds
- The Chris Green Park\Bill Norris Oval frontage
- The southern bypass route entry at the intersection of Main Street and Distillery Road

All entry statements will act as minor landmarks and points of reference and play a key role in improvement of the legibility within Beenleigh.



Boundary Street Streetscape

The Boundary Street streetscape has been classified as a tertiary level streetscape. This has been determined due to its location on the Beenleigh roadway hierarchy, proximity to the Town Centre and the land uses that it adjoins.

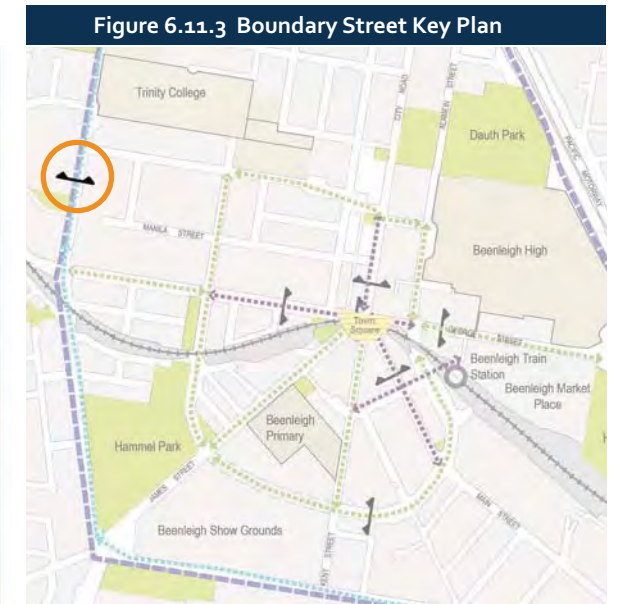
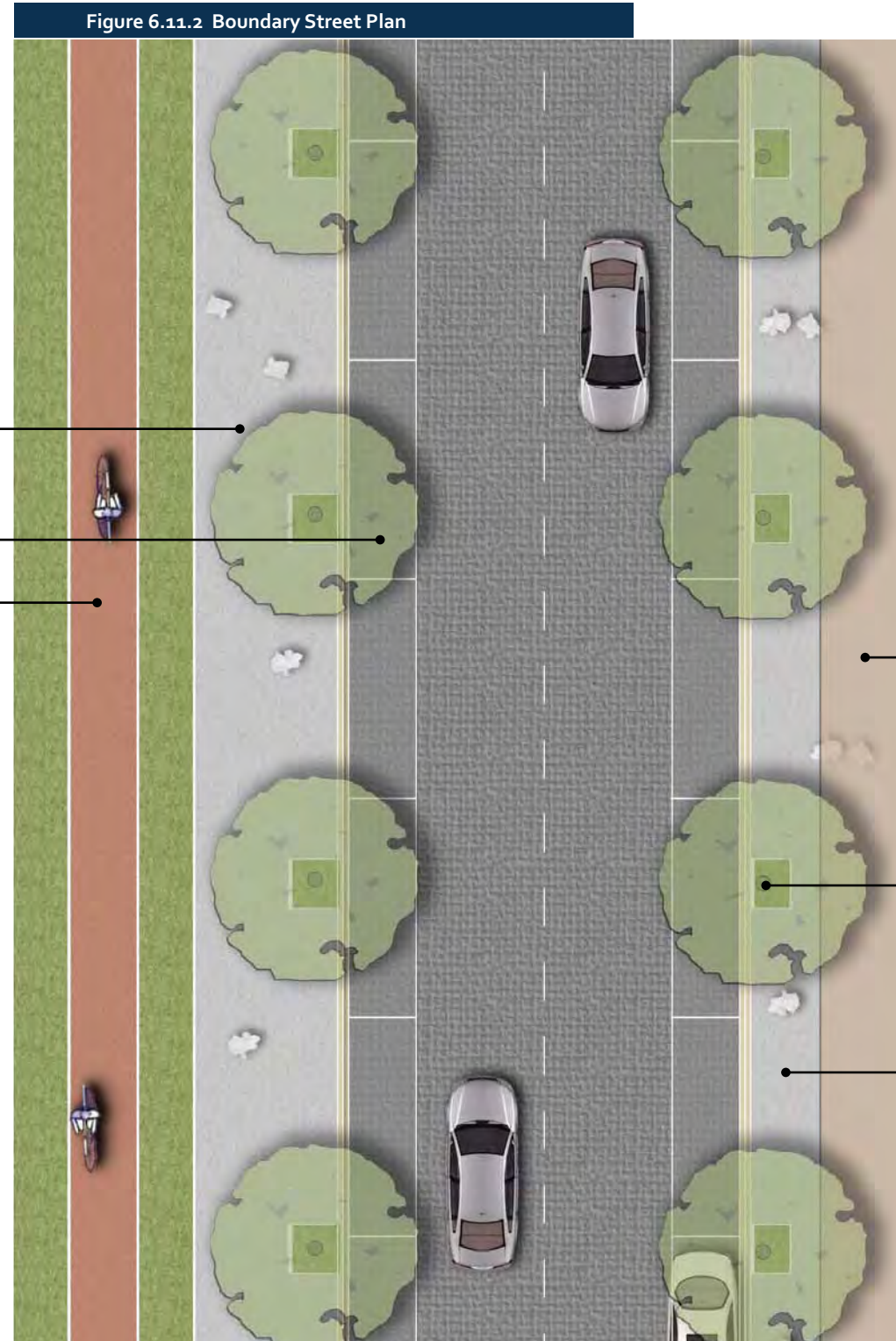
The Boundary Street streetscape areas form part of the Residential West Precinct which is intended to be a medium density residential area framing the town core and transitioning from higher residential densities within the Town Centre core to the low density residential areas in the surrounding frame areas. As a framing precinct, it must be accessible and provide safe and comfortable cycle and pedestrian links to the Town Centre core and other community uses/amenities.

The Boundary Street streetscape will be fundamental to ensuring these safe and comfortable links are established. The landscape, urban design and roadway design treatments proposed for this streetscape include the following:

- Retain existing two way roadway separated by informal parallel parking/roadway shoulder on both sides
- Widening of pedestrian footpath areas on town core, higher

density land use side of the roadway to promote accessibility outside the town core

- Provision of off-street cycle lane separated from pedestrians on one side of roadway (subject to road reserve width) to provide users links with a comfortable and safe cycleway connection to Town Centre, surrounding open spaces and greater cycle way network
- Installation of awnings to high density built form fronting the roadway to provide users with shade and rain cover
- Shade trees planted on both sides of the roadway to create a sense of enclosure/shade cover and provide a softer streetscape frame



Plans, sections and images are indicative only. Subject to further design, studies and consultation with key stakeholders.

6.2 Open Space

The Beenleigh Town Centre is home to several large open space areas. However, none of these spaces are contained within the town core (within the Inner Ring Road). Refer to Figure 6.12.

The Town Centre core currently has no clearly defined and legible open spaces. As such, all opportunities to physically and visually connect the town core with existing open spaces should be realised. These open spaces should provide users with variety, and integrate with the pedestrian and cycle network to ensure they are truly accessible.

6.2.1 Variety of Open Space

These large open spaces range from those that are well utilised and well maintained (Chris Green Park\Bill Norris Oval) to those that have been neglected for some time such as Hugh Muntz Park. The types of open spaces include sports parks, recreation parks, conservation parks and linear parks and require appropriate levels of maintenance to ensure they are fully functioning and meet the needs of the community.

All existing and new open spaces should be designed to be safe and accessible and create a diverse and well connected network of recreation and relaxation areas. Improved planting and landscape treatment of streets will help improve park legibility to promote greater use of these spaces.

6.2.2 Open Space Park Interfaces and linkages

Open spaces will be designed to be attractive and well connected with adjoining interfaces such as retail/commercial uses. An example of an under utilised but important open space and commercial interface is the area between Beenleigh Market Place and Hugh Muntz Park. Areas such as this which create possible interface opportunities should be identified and addressed through the appropriate transition proposed by varying landscape treatments and maintain visual connections between these uses.

Open space parks should provide connections and link to surrounding rivers and other open spaces. These connections should align with the SEQ Principle Cycle Network and be accessible to all members of the community.

6.2.3 Robust Open Spaces

In order to cater for a variety of users these open space parks will be well designed open spaces and will deliver wider environmental sustainability objectives such as water cycle management, improved biodiversity and climatic comfort as well as providing attractive places in which residents and workers can relax and play.

6.2.4 Active Lifestyle Precinct

An opportunity exists to create an active lifestyle precinct around the existing Dauth Park, Robbie Nay Pool, Centenary Park and potentially the northern areas of the Beenleigh High School. Building on the strong existing infrastructure, and themed around active lifestyle and wellbeing, this precinct can become the northern anchor of the Master Plan. It is within an easy 5 to 10 minute walk from the Town Square via an attractive and safe pedestrian pathway along City Road.

Dauth Park

Dauth Park currently offers a wide range of community, sporting and social facilities and is home to many of Beenleigh's clubs and associations, including:

- PCYC
- Tennis Club
- Cricket Club
- Beenleigh Brisbane Comp Club
- Women's Cricket Club
- Senior Citizens Club

However, Dauth Park is severely constrained for space, and there is increasing demand for its facilities from the surrounding district.

'AquaLogan' - Beenleigh Aquatic Centre and Centenary Park

'AquaLogan' Beenleigh and Centenary Park are located across City Rd from Dauth Park, owned and operated by Logan City Council, is in need of an upgrade and a redeveloped Aquatic Centre can act as an anchor to a variety of other complementary activities, including health and wellbeing-based professional services, cafes and other sporting facilities.

Beenleigh State High School

There is an opportunity for the active lifestyle precinct to be extended south into the northern areas of Beenleigh State High School, adjoining Dauth Park, for the purpose of sports ovals, playgrounds and associated facilities.

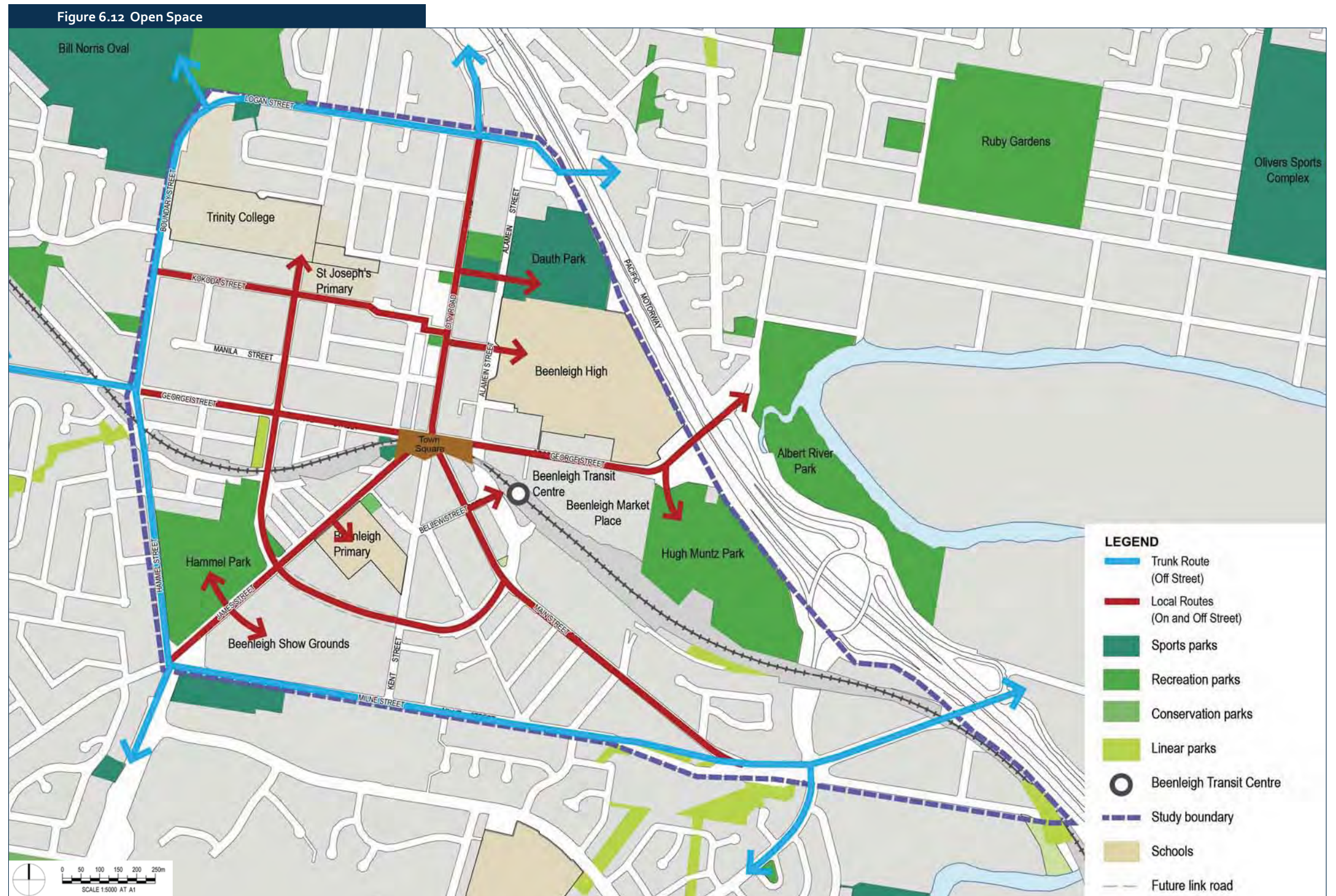
There is an opportunity for these to be developed under shared use arrangements with community groups, as an example of logical and cost-effective provision of community infrastructure.



6.3 Public Realm and Open Space Recommendations

The key actions required to implement the Public Realm and Open Space Strategy are:

- Provide a new civic space in the form of a Town Square, surrounded by commercial, residential, retail and cultural uses in a location that is the heart of Beenleigh Town Centre. This project would make an ideal demonstration project. A process of early implementation will be important for setting the standard for future public realm activities and will also have a catalytic effect on sites immediately surrounding this space.
- First stage of the Town Square to be designed, costed and constructed as highest priority of the Master Plan, as a catalyst for further investment
- Edge buildings adjoining the Town Square to be subject to clear design guidelines (subtropical urban design principles - open, permeable with strong engagement to the public realm) - that ensure the Town Square is framed with buildings that complement and reinforce the Town Centre character.
- Preparation of design guidelines for the Transit Centre and the new railway station.
- Provision of a hierarchy and network of streetscapes, through a streetscape enhancement program
- Prepare a streetscape design manual based on the street types identified in the strategy
- An integrated development concept be prepared for the Beenleigh Active Lifestyle Precinct, with close coordination with the numerous key stakeholders.



7.0 ECONOMIC STRATEGY

Business and Economic Strategy Objectives

- Key economic drivers for Beenleigh which will be:
 - Housing affordability
 - Accessibility; and
 - Amenity and sense of place.
- Establish a network of centres, with strengths based on accessibility to transport infrastructure, a strong pedestrian environment, accessibility to the public realm, community services and open space.
- The further development and enhancement of unique, finer grain high street retail environment along the City Road and Main Street is promoted.
- A mixed use transit oriented centre within proximity of the existing transit centre to facilitate new hubs of activity and residential densities within the Town Centre, acting primarily as a origin TOD, supporting revitalisation of the Town Centre.
- Strengthen Beenleigh's role as a service centre to the Yatala Enterprise Area.

The SEQRP 2009-2031 designates Beenleigh as a Principal Regional Activity Centre (PAC) which is intended to serve catchments of regional significance and contain concentrations of employment and in-centre residential development. It is intended to generate employment for the surrounding community and provide business services to the northern parts of the Gold Coast sub-region including the enterprise areas of Yatala and Ormeau. It is also intended to serve as a regional centre for convenience retailing and a base for office and business services in the region. The SEQRP defines PAC's as being characterised by:

- business, major comparison and convenience retail and services.
- regional offices in the areas of health, education and community services that have governmental and regional significance.
- dedicated public transport and comprise of key nodes in the regional public transport system.

More specifically, PAC's are envisioned to include the following land uses:

- A cultural/civic centre;
- A theatre complex;
- A cinema complex;
- Higher education facilities e.g. university or TAFE;
- Regional facilities for the Queensland government;
- Regional facilities for the Federal Government;
- Local government offices;
- Regional private sector offices for administration and finance;
- Family law courts;
- District courts;
- Hospital;
- Regional shopping centre typically with 70,000 m² or more of floor space,
- District emergency services facilities;

- District community centre;
- High and medium density residential development;
- Conference facilities;
- Secondary, primary and pre-school education facilities;
- Central library;
- Centrelink facilities;
- Restaurants, hotels and service/sporting clubs;
- Business, visitor and tourist accommodation;
- Secondary retailing, bulk retailing and service station facilities; and
- Public transport interchange or terminal facilities.

In terms of the current economic profile of the Study Area, strengths have been identified as the following; designation of the area as a PAC, its access to rail, ease of walking around, the centres strategic location halfway between Brisbane and the Gold Coast, and superior access to the Pacific Motorway.

Weaknesses have been identified as including the lack of a full spectrum of land uses and activities required within a PAC. In economic terms Beenleigh functions at a significantly lower scale than that ultimately envisioned under the SEQRP and is not a recognised office market. The centre's role and function is that of a general service and employment centre within its district catchment, providing convenience retail and commercial services to the local community, offering some recreational, and leisure destinations as well as government services and community facilities, such as the District Courthouse and the Crete Street Theatre. The floor space within the centre is relatively low compared to other PAC's within the region and tends to be highly concentrated on retail (as opposed to commercial uses). Despite the centres reliance on its retail provision, the comparison goods and entertainment offer is relatively weak, it doesn't continuously engage with the public realm and there is the sense that the centre is becoming tired and lacking in excitement as expressed in its urban form.

Opportunities include strengthening the link to the transit centre, providing a central Town Square with active streets, removing superfluous traffic from the Town Centre, securing offices of government agencies and creating a well designed built environment.

Threats include overcoming the challenge of the potential attractiveness of other centres and the impact that this may have on hindering the retail and commercial growth in Beenleigh, lack of investor support, achieving a balance between sound commercial outcomes and quality of life, and modest retail growth forecasts for Beenleigh.

Previous economic development strategies and investigations have intended that Beenleigh act as a sub-regional administrative centre for government agencies, For example, the Beenleigh Centre Development

Strategy (1997), in response to the 1995 Regional Framework for Growth Management for South East Queensland, nominated Beenleigh as a Key Regional Centre and intended that government facilities and services for the northern Gold Coast corridor be located within Beenleigh. However, previous decisions such as the establishment of Meadowbrook TAFE and the Logan Hospital in the late 1980s have seemed to stifle this sort of activity within Beenleigh and prevented its development as a government administrative centre in accordance with these earlier policies.

In developing the Economic Strategy, there are number key market sectors and initiatives which are necessary catalysts for change within Beenleigh Town Centre. Each key market sector is important in achieving the Master Plan outcomes and for delivering renewal to stimulate growth within the Town Centre. Together, these market sectors are key drivers for achieving high intensity mixed use outcomes within the Town Centre. These drivers are discussed in the following sections.

7.1 Residential Market

Currently Beenleigh offers relatively affordable housing which is considered to be a key economic advantage and driver for the centre. Recent property information for Logan indicates that activity in the affordable category of the property market has been flourishing and that Logan City offers a number of affordable locations, characterised by a diversity of housing styles. Beenleigh is similarly positioned with relatively affordable housing prices. Currently, Beenleigh is one of the most affordable suburbs within the unit market for Logan City Council and it is expected that this trend will continue and act as a stimulant for the establishment of further residential densities within the Town Centre.

Beenleigh's sub-regional context offers significant locational advantages by being positioned between the major centres of Brisbane and Gold Coast. It is also within 15 minutes of Yatala Enterprise Area and the emerging master planned communities of Yarrabilba and Bahrs Scrub.. Good public transport linkages currently exist to the north and south of the district, with eastern and western linkages to be improved over time.

Future growth of Bahrs Scrub and Yarrabilba should also strengthen Beenleigh's role and function as an employment centre for the sub-region, provided adequate transport links and employment opportunities are developed. Each of these emerging areas will directly contribute to the growth in retail and commercial markets of the Beenleigh Town Centre, providing Beenleigh is able attract spending and employment from these areas. Opportunities to capture future growth from within its broader regional catchments will be paramount to the success of the Town Centre.

To achieve a vibrant Town Centre and a full mixed use offering the area needs to attract a range of housing accommodation throughout the area to cater for various price point entries and demographics. Currently, there is a lack of Town Centre residential opportunities for residents wishing to live in close proximity to the transit centre. The area would benefit from an increase in the numbers of studio, one bedroom and two bedroom units specifically within the Town Centre core.

The provision of housing choice through a range and mix of dwelling type, size and location in centres such as Beenleigh not only provide housing choice, affordability and variety, but also allow increased numbers of people to live within walking distance of a wide range of quality services, employment opportunities and public transport options. From an economic and social point of view, housing choice combined with lifestyle need and wants for the catchment, encourages and supports the arts, culture, community services, leisure and recreation.

Therefore, the further promotion of Beenleigh as an attractive and affordable living location will be a core strategy of the Master Plan. Other complementary strategies including public realm and streetscape improvements will complement and support residential intensification within the Town Centre.

7.2 Retail Market

Whilst Beenleigh currently provides some retail and commercial offerings, it is unlikely that it's role and function will ever be characterised by comparison retail offerings because of the scale and attractiveness of nearby centres within the sub-region.

Much of the current comparison retailing is located in existing established centres within Logan and neighbouring cities of Brisbane and the Gold Coast. Centres such as the Logan Hyperdome, Browns Plains Grand Plaza, Garden City, Robina and Helensvale are principal destinations for comparison shopping in the Beenleigh community. Given that these centres are expected to undergo further growth and expansion into the future, the 'escape expenditure' impacts on the retail offerings of Beenleigh will contribute to Beenleigh continuing to operating as a small sub-regional centre. While the retail sector is unlikely to be a key driver of Beenleigh's growth in the short term, it is expected to increase as population growth and investment in town building infrastructure occurs in accordance with the Master Plan.

Current retail floorspace within the Town Centre is estimated to be 75,000m² and increasing to 120,000m² over the next 20 years. Retail activities within the Town Centre are primarily concentrated within three main locations, the commercial and business core area along City Road and the piecemeal large format shopping centres along George Street East (including a discount department store) and the high street environment along Main Street.

The population of the catchment is unlikely to be able to support a second discount department store at this stage, however, this will be a critical component of the retail market if Beenleigh is to reduce escape expenditure and extend its catchment area. Beenleigh's unique selling point will be in the form of offering a more distinct, finer grain, retail and service industry environment, targeted more at a local and sub-district level, by way of the traditional high street strip along Main Street. Retail activities, including clothing and fashion outlets and al-fresco dining, would be well suited to delivering a compact CBD shopping environment capitalising on pedestrian movements. The retail development needs to be structured in away that promotes activation of the Town Centre Core and encourages the use of the Town Square and the transit centre. Introduction of retail uses that encourage visitation to the centre on a daily/weekly basis will help to activate the Town Centre. The retail opportunity also has the potential to open up the residential and commercial market through the creation of amenity and provision of services. A marketing strategy targeting a variety of independent retailers, emphasising easy and convenient parking, shade and an attractive and safe streetscape enhancement should be carried out to attract investment in Beenleigh.

Core Retail Precinct

Beenleigh's high street retail environment will be characterised by a sense of place and amenity, particularly in response to the public realm and streetscape improvements proposed as part of the Master Plan. The benefits of strong linkages within the Town Centre, including the commercial core, the future Town Square and a range of community uses, as well as good accessibility to a number of modes of transport (i.e. cycling, rail and bus) will support the high street environment. A holistic approach to the Town Centre improvements will be attractive to the retail market. Whilst retail growth within other precincts will also be encouraged, overall, the promotion of the unique high street retail environment of Main Street, City Road and George Street is a key component of the Master Plan.

The core retail precinct needs to be planned holistically, with the main retail strip ultimately extending from the intersection of City Road and Lae Street, down City Road into Main Street and up to Bellew Street. The east-west strip will extend from York Street pub precinct along George

Street to its intersection with Alamein Street with the potential to extend down lower Main Street to its intersection with Alamein Street and Metcash site if warranted. The choice of these streets coincides with the public realm, urban form and access and movement strategies.

City Road and the Kent-Main-Bellew and Main-George-Alamein city blocks will be core retail, with retail possibly extending to a second floor in these locations if complementary to core street level strip retail.

It should be noted that this level of commitment to reshaping the Town Centre will require a partnership approach between Council, the retailers Association, and Beenleigh Yatala Chamber of Commerce.

There are a number of components essential to the development of a sustainable retail industry in Beenleigh Town Centre. These include the following:

- An increased residential population within the walkable catchment, in accordance with the target residential densities espoused in the SEQRP and QPP planning framework.
- A high quality public realm created early and led by government as a catalyst for further development.
- A holistic, partnership approach between government, Chamber of Commerce and the private sector in developing a focused strategy for the marketing, staged and orderly development of the core retail precinct;

7.3 Commercial Office Market

Beenleigh is not recognised as a significant market for office space and most of the existing supply is tailored to smaller local services such as lawyers and real estate agents. This is largely due to Beenleigh's proximity to larger centres such as Springwood and Upper Mt Gravatt, which attract larger tenants and larger existing markets. The lack of key infrastructure such as a hospital, TAFE or university (now located at Meadowbrook) has hindered Beenleigh's evolution as a key employment centre with higher level government services.

The local economy, featuring a relatively low demographic profile in terms of a white collar workforce, with a higher proportion of semi-skilled and unskilled workers, is likely to have contributed to a low demand for new office space. A benefit of this, however, is that increasing vacancy rates and lower asking rents than Brisbane could result in tenants being attracted to Beenleigh for investment. A major weakness in the commercial market within Beenleigh is that office market investment tends to follow established markets which have the security of an established pool of available tenants. Whilst Beenleigh has relatively cheap office rents compared to rival centres such as Springwood and Upper Mt Gravatt, an inherent weakness will be that

investors will require a stronger security of return because of the risks associated with committing to more infant market such as Beenleigh.

Demand for office space is anticipated to be relatively slow in the short to medium term of the life of the Master Plan. Based on this, government tenants, including the administrative offices in the areas of health, education and community services should be targeted to further establish the market within Beenleigh as a key strategy of the Master Plan. Tertiary education providers such as TAFE or language school (teaching English), should be sought out and encouraged to locate in Beenleigh. Demand for office space could also come from a range of industry groups including the expansion of legal and justice related businesses and practitioners due to the proximity of the District Courthouse and Police Station, and the establishment of creative arts industries and community uses in proximity to the community facilities.

7.4 Catalyst Development

7.4.1 Revitalised Town Square and Public Realm

The Town Centre can broadly be defined as the area surrounding the fiveways roundabout on George Street to the end of City Road. This area is currently the subject of a design process engaging local stakeholders in Beenleigh. The intent of the design process is to ensure that the centre of Beenleigh is a focal point of business activity and to further raise civic pride in Beenleigh.

This project will be a catalyst stimulating further inward investment and growth into Beenleigh by showcasing why Central Beenleigh is a great place for businesses to locate and residents to live. The design of the Town Centre will aim to improve the public amenity of the area and encourage more people to come and walk throughout Central Beenleigh and experience what it has to offer, while also maximising the linkages and connections provided by the existing public transport infrastructure. The design of the Town Centre will be submitted as part of a bid for funding to the Regional Development Australia Fund.

7.4.2 Transit Oriented Development around the Transit Centre

Beenleigh is characterised by having good public transport access within the Town Centre. This element differentiates the centre as a potential TOD and provides opportunities for mixed use activities (high trip generators) including residential densities, around the transit centre and within the Town Centre generally, all of which have the potential to facilitate revitalisation of the Town Centre. From a property perspective, the transit centre will have an impact on the property economics of the Beenleigh Town Centre core. It has the potential to transform many of the land uses adjacent to it to higher and better uses and improve the amenity of the precinct.

In accordance with the desired urban form and intensity proposed for Beenleigh, increasing residential densities within key precincts of the Town Centre Core, including the creation of a TOD, will support and stimulate further growth within the commercial nodes of the Town Centre. Capitalising on the walkability of the Town Centre, the TOD will further reinforce and establish the ongoing economic viability of these centres (for example the high street retail environments of City and Main Street). It will also assist in stimulating an 18 hour economy, by offering diverse activities within the Town Centre beyond standard opening hours, with residential densities supporting the establishment of restaurants, cafes and entertainment, such as cinemas. These uses would complement existing tourist and community uses within the Town Centre, for example, emerging uses in the areas of theatre, music, dance, events and other performing arts with potential night time activities at the Town Square.

The SEQRP states that target residential densities should range from 40-120 dwellings per (net) hectare or greater within a transit oriented community adjacent to the transit centre. These are the residential densities envisioned for the future TOD project. It will be an origin TOD, based on its access to other employment generating areas within Brisbane and the Gold Coast.

7.4.3 Service Centre to Yatala

The Yatala Enterprise Area offers Beenleigh resident's employment opportunities. Beenleigh is well positioned to capitalise on business and employment growth within the Yatala Enterprise Area, in terms of providing support in terms of business, retail and community services. However, in light of the traditionally weak road and public transport connections with Yatala, there has been typically no relationship between the centres to date and public transport connections will need to be improved between the centres if this opportunity is to be realised.

7.4.4 Creative Arts Incubator

Strong participation in arts and community activities could see Beenleigh emerge as a hub for arts, culture and entertainment. The recently commissioned social needs assessment for Beenleigh and Bahrs Scrub, prepared by Elton Consulting, provided a number of recommendations for provision of Council supplied social infrastructure for Beenleigh within the life of the Master Plan, including a district level multi-purpose community centre, a community arts facility containing workshop, studio and display spaces for creative arts and a district level youth facility with a cultural, arts and/or technology focus.

The needs assessment acknowledged that there are opportunities for co-location of these facilities which could facilitate a community hub. This would further reinforce the role of creative industries and have potential to contribute to defining the future image, identity and local economy of Beenleigh. However, these matters are subject to further detailed planning and consultation with relevant community stakeholders and subject to further development of the social planning study.

7.5 Economic Strategy Recommendations

Key considerations for implementing the Economic Strategy include:

- Target administration offices for Government departments, including Federal and State Governments, to expand commercial offerings in the centre and generate employment within the centre.
- Promote the 'liveability' of Beenleigh as a driver for economic revitalisation within the Town Centre.
- Encourage TOD at key catalyst development sites within the Town Centre.
- Promote the high street retail environment as a key retail destination within Beenleigh.
- Capture increased spending from emerging residential areas, such as Yarrabilba and Bahrs Scrub.
- Facilitate re-development and expansion of sporting and community uses within the Active Lifestyle sub-precinct as a sporting and community hub and encourage private investment in the precinct, in conjunction with public spending on sport and recreation facilities.
- Foster a creative and community arts precinct within the Town Centre, stimulating private investment within the precinct in conjunction with public spending on community events and performing arts facilities.
- Seek out tertiary education providers, such as a TAFE and language schools, to establish within Beenleigh.
- Continue to strengthen public transport connections between Yatala and Beenleigh to cultivate a stronger economic relationship between these two centres.
- Generally discourage a dispersed pattern of low intensity, car dependant retail and commercial development within the Town Centre.
- Maximise the opportunity to provide a diverse employment base through the legal and justice related businesses and practitioners and creative industries.
- Deliver a density of development that makes efficient use of land and infrastructure.
- Identify necessary infrastructure and staging to complement changes in land use that is acceptable to both the government and private industry.



8.0 ACCESS AND MOVEMENT STRATEGY

Access and Movement Strategy Objectives

- Promoting a safe environment for all travellers including pedestrians, public transport passengers, cyclists and motorists.
- Establishing Beenleigh as a leading centre for pedestrian connectivity.
- Promoting a road network hierarchy that seeks to remove extraneous traffic that has no origin or destination within the Town Centre from the central street network.
- Promoting a cycle network that encourages all family members (including children, the elderly etc) to use their bikes for commuting, school and recreational trips.
- Encouraging the use of public transport by ensuring good access to facilities and a convenient and appropriate network.

Beenleigh facilitates an important interchange for district public transport movements and is at the junction of regional cycling networks.

The existing road network radiates from the roundabout on George Street with an infill grid pattern. Whilst road corridors are generally wide enough to cater for all modes, the Town Centre suffers from heavy congestion and the motor vehicle dominates the environment. This, coupled with the rail line that bisects the Town Centre, contributes to poor walkability and overall amenity of the public realm.

The Beenleigh Town Centre Access and Movement Strategy seeks to transform this car dominated environment into Australia's most walkable town. It introduces walking and cycling networks whilst improving road traffic movement efficiency and public realm quality.

By incorporating the transport principles set out at a regional and local level, there is great potential to modify the physical and operational network to rebalance and promote a safe environment for all modes of travel.

The following sections outline how the Access and Movement Strategy will be achieved through a package of network changes, traffic management, and sustainable transport interventions.

8.1 Physical Network Changes

8.1.1 The Existing Network

The Town Centre core street layout radiates from the central roundabout on George Street via six main spokes to the Inner Ring Road. A fairly regular rectangular grid of wide streets links the spokes and the overall structure provides a good, permeable basis for an effective movement network.

The Brisbane-Gold Coast railway line bisects the Town Centre with a 60m wide corridor. The 60m section through the central roundabout on George Street is covered whilst the remainder of the rail corridor is at grade. There are long term plans to modify the rail network that are discussed further in the Sustainable Transport section of this strategy.

Whilst the area of road reserve is generally sufficient to provide efficient travel for all modes, it is currently allocated largely to motor vehicle traffic. Heavy congestion in the Town Centre has a negative impact on the public realm and pedestrian and cycle links are severely compromised. Whilst this modal imbalance can be partially addressed through effective traffic management and encouragement of sustainable transport modes, it must be supported by improvements to the public realm and modifications to the physical layout. The current layout provides a good level of flexibility for achieving:

- A better vehicle circulation pattern to alleviate congestion and improve travel reliability
- The installation of a high quality active movement network
- The provision of safe and accessible off street public parking stations and public transport interchanges within an easy walk of the Town Centre

8.1.2 Developing the Town Square

A key element of the strategy focuses on the development of a Town Square on George Street at its intersection with City Road and Main, Kent and James Streets. The successful development of the square will be subject to detailed traffic investigation and design. This will be achieved through the promotion of a road hierarchy and highly visible route/destination signage that discourages extraneous traffic from entering the Town Centre.

Three alternative street arrangements were considered that facilitate development of the proposed Town Square. Having reviewed all options, it was agreed to proceed with the option to retain George Street as shown in Figure 8.1.

Provision is made for Kent Street to be converted into a cul-de-sac

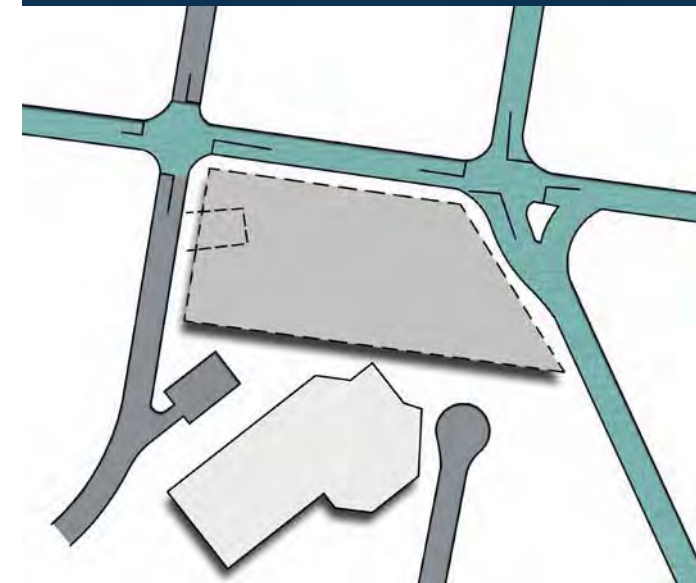
terminating behind the District Courthouse, and for James Street to be realigned and intersect George Street opposite York Street. It is intended that the square will function as a low speed, shared space with priority afforded pedestrians and cyclists. Nonetheless, local access for cars and deliveries will be maintained and the option shown below indicates how vehicular access across the square could be achieved.

The main advantages of this option are:

- Retains visual connectivity along George Street.
- Facilitates improved integration with the southern edge next to the District Courthouse etc.
- City Street-Main Street continuity promoted as a high street environment.
- Could be constructed in stages using the existing left turn slip lane from James Street in to George, prior to the rail works.

It should be noted that recent traffic counts are unavailable for roads within the study area and traffic modelling has not been undertaken as a component of this study. Therefore, the proposed transport strategy should be considered to be aspirational and its impacts on traffic flows and congestion levels will need to be assessed in subsequent investigations. The sketched layout shown should be subject to a more rigorous analysis of traffic operations, turning paths and movements and intersection operations. Depending on the success of other traffic calming measures intended to discourage traffic from the area, the proposed intersections may require traffic signal control if unacceptable queues result.

Figure 8.1 Indicative Option: George Street Retained



8.2 Traffic Management

A central vision of this Master Plan is the development of a user friendly road network that achieves a high level of legibility through a clear road hierarchy, landmarks and signage. This is achieved by addressing current traffic management issues.

8.2.1 Current traffic operations

The Beenleigh Ring Road system has been planned for many years, but does not yet function as intended. That is, it does not effectively distribute bypass traffic around Beenleigh, nor does it effectively circulate local traffic within the Town Centre.

Physically the inner ring road is incomplete as the link through the showgrounds has not been constructed. It is anecdotally believed that although the overall road capacity of the existing road network is adequate, the operation of key intersections is inadequate. At a local street level, there is no apparent street hierarchy, legibility or streetscape character, beyond the broad framework outlined in the existing GCCC LAP.

The combination of these contributing factors including the absence of a well functioning, alternative ring road route leads to the perception that driving through the Town Centre along James Street, Main Street and City Road is often the only option. As a result there is:

- Under-utilisation of the ring road.
- Traffic congestion in the Town Centre – particularly at the George Street roundabout.
- A car-dominated environment which detrimentally impacts walkability, local businesses and overall amenity.
- Long queues at key intersections, with flow-on impacts to adjoining streets and businesses.

8.2.2 The Road Hierarchy

Implementing a functional road hierarchy will enable traffic to easily get where it wants to go, as well as revitalising the centre of town into a welcoming and pedestrian-friendly environment to visit and do business in.

There are various interpretations of the road hierarchy within the study area. For master planning purposes, the draft Connecting SEQ 2031 has been referred to. It sets out a strategic hierarchy of roads that includes:

- **Motorways and highways** to move large volumes of traffic over longer distance between communities
- **Multi-modal arterial roads** to provide connections for all types of transport within communities
- **Bypass roads** to remove through traffic from urban centres
- **Community boulevards** to provide a high standard of amenity and local access to activity and Town Centres

Table 8.1 Road Hierarchy and Mode Priority Classification

SEQ Strategic Hierarchy	Status and Road Title	Role	Mode Priority	Implications
Motorway and highways	1. Motorway	Inter-urban traffic	1 Motorised traffic. 2 Cycling	Cycle routes to be separated from road but with connections to urban street network. Speed 100-120kph
Multi-modal arterial roads	2. Primary Route	Feeder to m/way and inter-suburb	1 PT 2 Cars & Freight 3 Cycling	Measures to promote bus priority where required. Cycle routes to be separated from road but with connections to urban street network. Speed: 60-80kph. Direct accesses to be avoided where possible.
Bypass roads	3. Distributer Street	Local area traffic movements Distributes traffic to local streets	1 PT 2 Cycling 3 Freight access 4 Cars	Lower speed environment. Cycle routes to be on or off street depending on traffic volumes Only car traffic with a local destination Speed 50-60kph
Community boulevards	4. Local / access street	Local traffic with destination in area	1 Walking / cycling 2 PT 3 Deliveries 4 Cars	Low speed, shared zone. Pedestrians and cyclists have priority so should be on street if traffic operations permit. Only essential freight / small vehicles. Speed 10-20kph

Connecting SEQ2031 principles are interpreted for the Beenleigh context and the proposed road hierarchy and corresponding mode hierarchy are shown in Table 8.1. It will be seen that whilst the high status roads afford priority to motorised traffic including cars and buses, roads of lower status in the hierarchy promote priority for pedestrians and cyclists. For further engineering purposes and more detailed design of the proposals, this hierarchy will be tied into the one set out in the Council Development Plan.

Principles previously identified in the current LAP were reviewed for suitable application to the current proposals. It is subsequently intended that:

- A Bypass Route comprising Logan, Boundary, Hammel and Milne Streets will function as the Primary Route that carries traffic from the surrounding hinterland to the motorway and eastern suburbs, thereby avoiding the Town Centre. Direction signage on roads approaching the Bypass will direct extraneous traffic away from the Town Centre (see Signage Section below). Due to the high traffic volumes and vehicle speed, cycle facilities on this route should be off-road and typically shared with pedestrians.
- A Distributer Street network will convey local traffic, at a lower

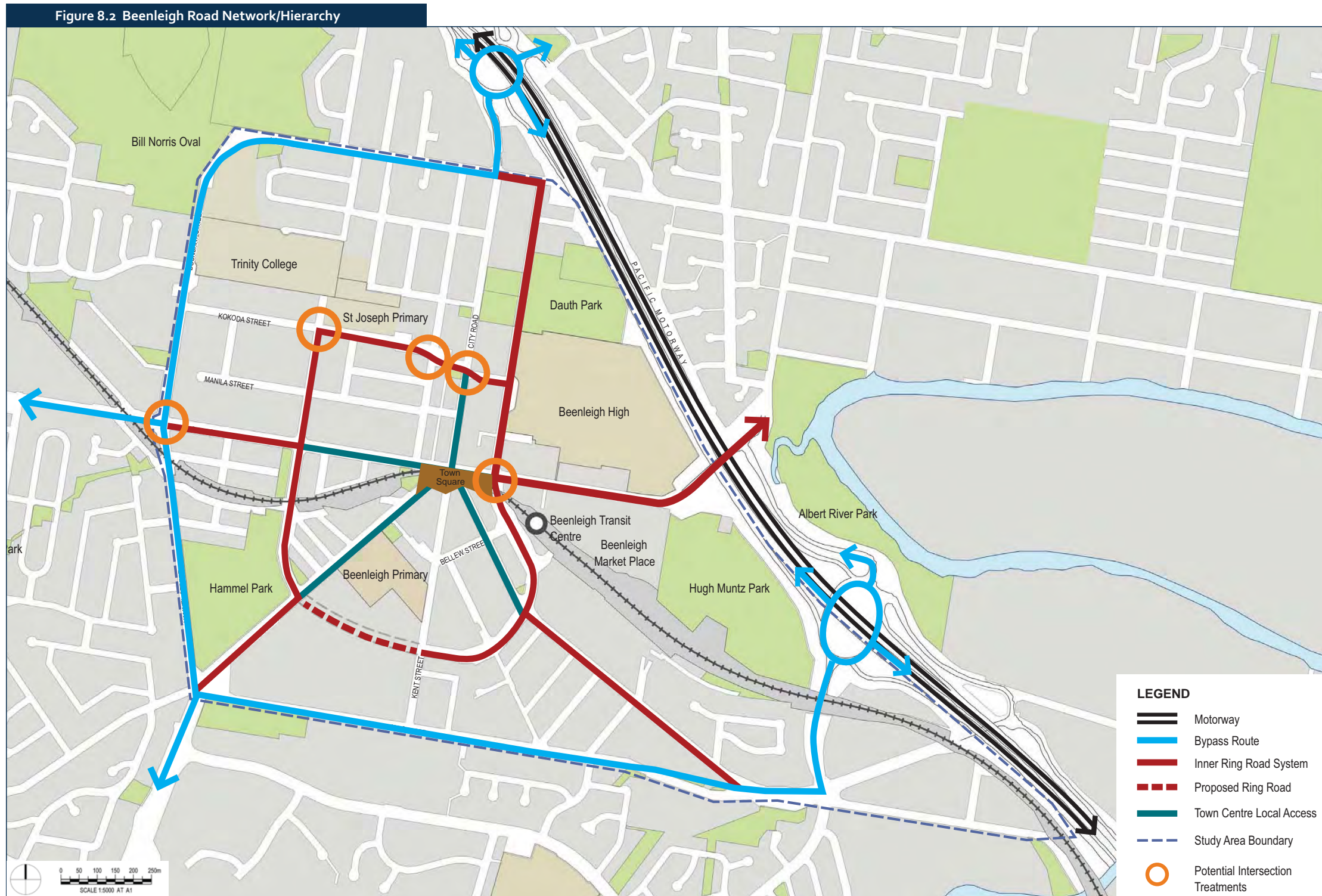
speed, around the Town Centre. Cycle facilities will be on or off street depending on traffic volumes and physical constraints. The Distributer network will comprise of:

- An Inner Ring Road (Zander, Bougainville and Alamein Streets together with section of Kakoda Street and a new link across the Showgrounds), and
- Connections to the Bypass via Main Street (South), James Street (South), George Street (East) and Alamein Street (North).
- A Local / Access Street network will facilitate very slow speed access to and through the shared surface Town Square. Cyclists will have priority and operate on street.

In addition to supporting signage it is likely that some intersection and street works will be required to support the proposed network hierarchy. Typical improvements might include:

- A change of priority at the intersection of Bougainville and Kakoda Streets to facilitate improved operation of the Inner Ring Road. This might best be achieved through the development of a roundabout that would afford right turning traffic from Bougainville Street priority over eastbound traffic on Kakoda Street.
- The inclusion of a free, left turn lane from George Street eastbound into Boundary Street to promote the use of the Bypass rather than George Street, and
- A detailed analysis of the George Street/Alamein Street intersection to accommodate re-routed traffic.
- Assessment of priorities at Kokoda Street/York Street and Kokoda Street/City Road intersections.
- Assessment of City Road and Logan Street intersection on the Outer Ring Road.

Resolution of these details will be undertaken at the next, more detailed, planning stage and should be supported by traffic modelling.



8.2.3 Signage Philosophy

The success of the Town Square arrangement is very dependent on the ability of the road network proposals to divert extraneous traffic away from the central city. This includes traffic that typically uses George Street as a route between the western and eastern suburbs. One means of encouraging better use of the Bypass and Inner Ring Road system is through the implementation of improved signage that guides drivers approaching Beenleigh to the preferred bypass route and further underlines the need for non-local traffic to avoid the Town Centre Core.

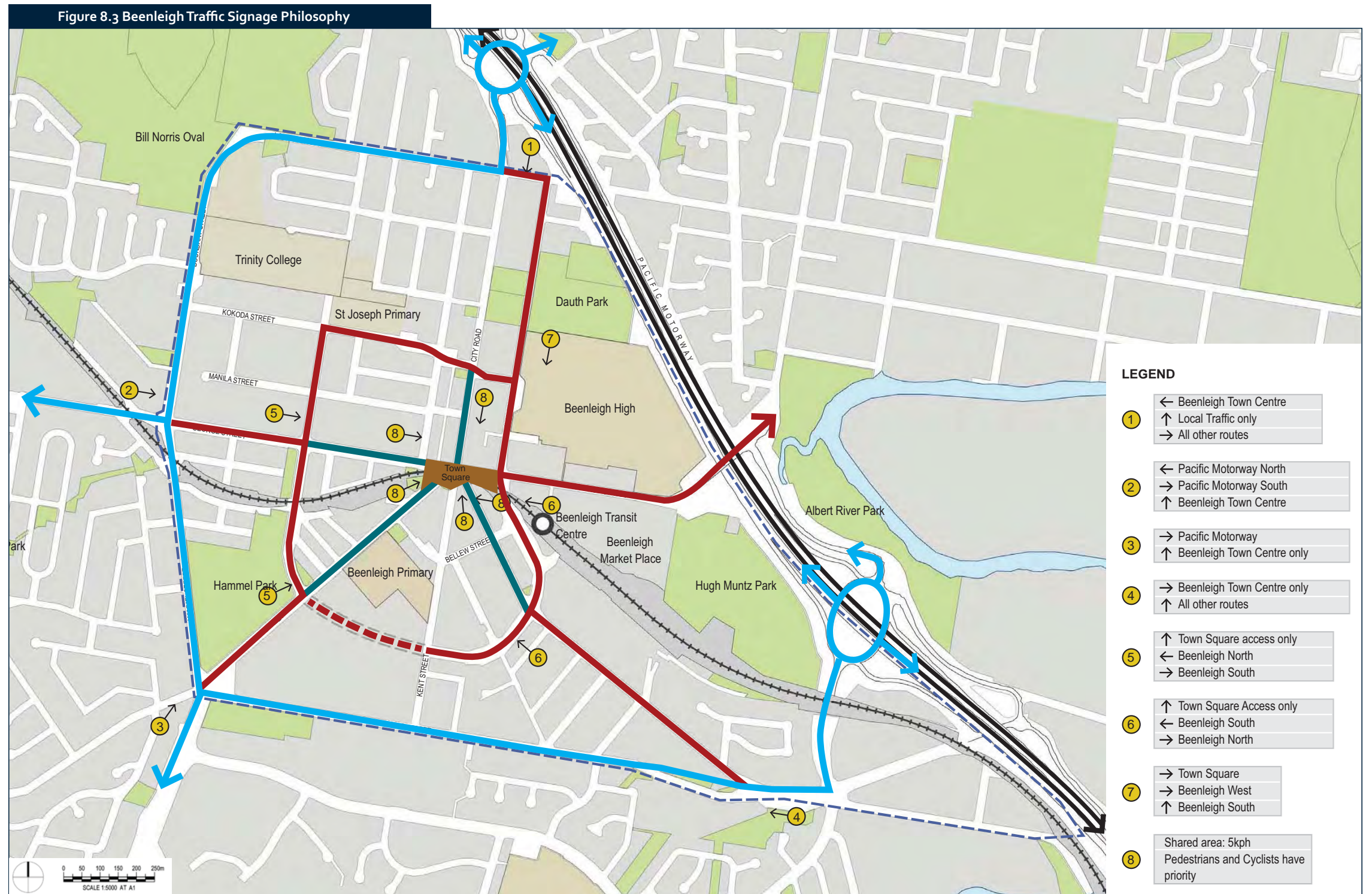
An integrated approach to directing all modal users can minimise signage and visual clutter at a street level. As such the signage strategy needs to be developed in conjunction with wayfinding and urban landmarking projects (discussed in Sections 5 and 6). An audit of existing conditions and best practice examples of how this can be achieved has been made in the May 2010 report to Council 'Improving Walkability and Wayfinding in Beenleigh' by JA Grant & Associates and Visualvoice.

Conventional signage currently exists on site and obviously any signage package must respond to appropriate guidelines and address both local and regional requirements. However, as a means of reinforcing the road network intentions, it is proposed that the current signage regime be reviewed to promote the intended philosophy shown on Figure 8.3.

The Gateways

As drivers approach the Town Square they must be made aware of the changing travel mode priorities away from the motor vehicle in favour of walking and cycling. As drivers move from the Distributer Road system into the local road network, gateway entry details comprising a package of measures (including signage, lower speed limits and narrowing road cross sections) will convey the key messages. These are likely to occur at:

- The western approach to George Street at Zander / Bougainville.
- The south-western approach to James Street from Zander.
- The south-eastern approach to Main from Alamein, and
- The eastern approach to George from Alamein Street.



8.2.4 Car Parking

Parking is an essential component of any central city transport strategy and its primary focus should be to promote and support economic activity. Parking only becomes a problem when there is insufficient provision and this is characterised by a lack of available on-street spaces for short stay parkers and deliveries, a situation that frequently arises when all day commuters occupy the available spaces. With this in mind, tariff and enforcement measures should support a strategy that provides:

- Convenient short stay parking in the Town Centre Core for visitors, shoppers and business people; and
- Long stay parking on the periphery of the town for commuters and other long-stay parkers.

On site observations suggest that a parking shortfall exists in the heart of the Town Centre Core on some occasions, but that, generally, spaces are available. However, angled spaces constitute a significant percentage of the on-street parking supply and have a very negative impact on the urban streetscape: they result in an extremely wide road reserve which reinforces an image favouring the motorcar rather than one that supports an attractive, liveable street where pedestrians and cyclists take priority. The George Street environment would benefit from replacing the angled parking with parallel bays supported by cycle facilities and enhanced landscaping treatments. Sections of James Street that bisect green spaces could retain angled parking because its impact is less noticeable.

Multi-level parking structures are often imposing, unsightly and generate high traffic volumes on the adjacent street network, so care must be given to their locations, layout and access arrangement. Development controls should prohibit the provision of parking on the ground floor of structured car parking buildings where they face the street due to their negative visual impacts and CPTED issues. Developers are thus obliged to provide shops or offices on the street-side ground floor of parking stations which actively enhances the urban environment.

Usually a checklist of criteria is drawn up against which candidate parking sites are assessed. The criteria would typically include:

- Size of parking facility required
- Land cost
- Visual impacts on surrounding area
- Traffic generation and likely congestion / street improvements.
- Proximity to main feeder routes
- Proximity to main trip generators / Town Centre Core
- Land availability / ownership
- Constructability
- Other environmental impacts.

Candidate sites would be tested against the criteria to influence the location and implementation programme and plan.

Suitable multi-level parking structures sites may start off as an at-grade car park and be extended with additional floors as demand increases. It may well prove necessary in Beenleigh to provide new parking facilities before angled parking is removed.

It is understood that MRC is undertaking a more detailed car parking study of the area and these findings can be incorporated with the above principles in the development of the Master Plan.

8.3 Sustainable Transport

The enhancement of sustainable transport within Beenleigh Town Centre is central to this access and movement strategy and the current planning framework and objectives for the area. As a result, high modal prioritisation is given to sustainable transport over cars and freight on most of the roads within the Town Centre.

Beenleigh has been designated as a “district hub” in Connecting SEQ2031 providing connections from the activity centre to regional and sub-regional hubs. This role will be improved with public transport upgrades including the duplication of the Beenleigh rail line, and the introduction of new feeder bus services, for example to the new community at Yarrabilba.

8.3.1 Rail

Beenleigh Rail Station is the terminus for the Beenleigh Line with connections to Brisbane and the Airport. It is also on the Gold Coast Line with connections to Varsity Lakes in the south and Brisbane to the north.

The rail station is located to the south east of the proposed Town Square between Alamein Street to the west and north, George Street to the east, and Market Place Drive immediately to the south. The station is staffed 24 hours a day and has two platforms. Car parking for 376 cars is provided, but the station is not a designated 'Park and Ride' site under Connecting SEQ2031.

The existing two track rail corridor passes through the Town Centre in a cutting, which reduces connectivity and limits development potential. Future transport planning allows for the existing corridor to be enlarged, initially to three and later four track corridor. The implications of accommodating this development have been investigated in the Beenleigh Rail Feasibility Study, which GHD conducted for TMR in August 2010.

A number of options for a new rail corridor were examined and the assessment of these options demonstrated the reuse of the existing corridor as most effective. This option would have all tracks in a cut and cover tunnel and the proposed rail station within a reasonable walking distance of the Town Centre. The additional tracks would be constructed to the west of the existing with Alamein Street raised over the corridor as a bridge structure providing a continuous deck over Market Place Drive. A two island platform station would be constructed in a similar position to the existing rail station. A concourse over the corridor accommodating station facilities would provide vertical transport to station platforms and be at a similar elevation to the raised Alamein Street providing direct and convenient access from the Town Square.

8.3.2 Transit Centre

The existing bus station is located adjacent to the rail station, between the rail corridor and Alamein Street. Whilst the existing rail and bus stations are co-located, there is poor connectivity between them. There is no direct access from one to the other, and passengers must walk south to Market Place Drive, enter the subway under the rail and take another subway to the rail platform. The distance from bus to rail station is therefore approximately 200 metres and the existing links are not considered to be CPTED or DDA² compliant.

Future proposals for rail quadruplication (as discussed above) may require the bus station to be relocated. A new bus station could be located in proximity to the rail station in a variety of locations, including partly over the rail corridor, or in an area that can be readily connected to the rail station.



Whilst the location of the existing transit centre is physically central to the town, the main pedestrian access route is via a subway and is unpleasant and not conducive to safe access, which is counter to SEQRP and IRTP intent for Beenleigh as a TOD. A third track and platform at Beenleigh Station will be required in the near future and the proposals for full line expansion and station upgrade are longer term (10-15 years). As such there needs to be a short term focus on improving accessibility to the existing station.

Future pedestrian access via the signalised intersection of Alamein and George Street is not favoured. Pedestrian facilities on the Alamein Bridge are constrained in width and limited to the eastern side only. Also, the constrained road geometry at the intersection already causes significant traffic delays which will be exacerbated by increased pedestrian activity.

Pedestrian access to the station should be encouraged via Main and Bellew Streets. Whilst slightly longer than the subway route, it presents a much safer and attractive option and will encourage economic support for the Main Street retail strip (described as the high street environment). The promotion of safer pedestrian crossing facilities on the Ring Road should be examined in more detail and it is recommended that the eastern end of Bellew Street be closed to vehicular traffic and made pedestrian only.

In the longer term, the additional track width will require raising Alamein Street on its approach to the signalised intersection with George Street, and it is anticipated that the elevated street will extend over the existing Bellew Street Intersection. This will enable easier pedestrian access via a route under the elevated Alamein Street.

The preferred pedestrian routes to the Transit Centre are shown in Figure 8.5 – Pedestrian Network.

Route	Weekday		Saturday		Sunday	
	Services / Day	Operating Hours	Services / Day	Operating Hours	Services / Day	Operating Hours
553 Beenleigh to Trinder Park	13	5:30am – 5:10pm	11	5:55am – 4:55pm	9	7:55am – 3:55pm
	16	7:05am – 10:40pm	15	7:50am – 10:25pm	12	7:50am – 7:25pm
562 Beenleigh to Loganholme Bus Station	12	6:25am -5:14pm	11	7:01am – 5:01pm	11	7:01am – 5:01pm
	12	7:15am – 6:15pm	11	8:10am – 6:10pm	11	8:10am – 6:10pm
563 Bethania to Loganholme Bus Station	13	5:30am – 4:50pm	10	6:35am – 3:35pm	10	6:35am – 3:35pm
	14	6:03am – 9:10pm	11	7:37am – 5:37pm	11	7:37am – 5:37pm
565 Windaroo to Loganholme Bus Station **	15	8:30am – 10pm	15	8:15am – 9:45pm	15	8:15am – 9:45pm
	10	7:00am – 4:00pm	11	8:45am – 6:45pm	11	8:45am – 6:45pm
566 Windaroo to Brisbane City	6	6:05am – 7:25am	No Services			
	5	4:25pm – 5:55pm	No Services			
567 Beenleigh to Ormeau via Yatala	15	5:19am – 6:23pm	15	6:05am -6:24pm	15	6:05am -6:24pm
	14	5:11am – 5:27pm	14	5:11am -5:24pm	14	5:11am -5:24pm

* Services after 5:20pm operate from Loganholme Bus Station to Beenleigh only
 ** Services after 6:40pm operate from Beenleigh to Loganholme Bus Station only

P1, Beenleigh Rail Feasibility Study, GHD, August 2010

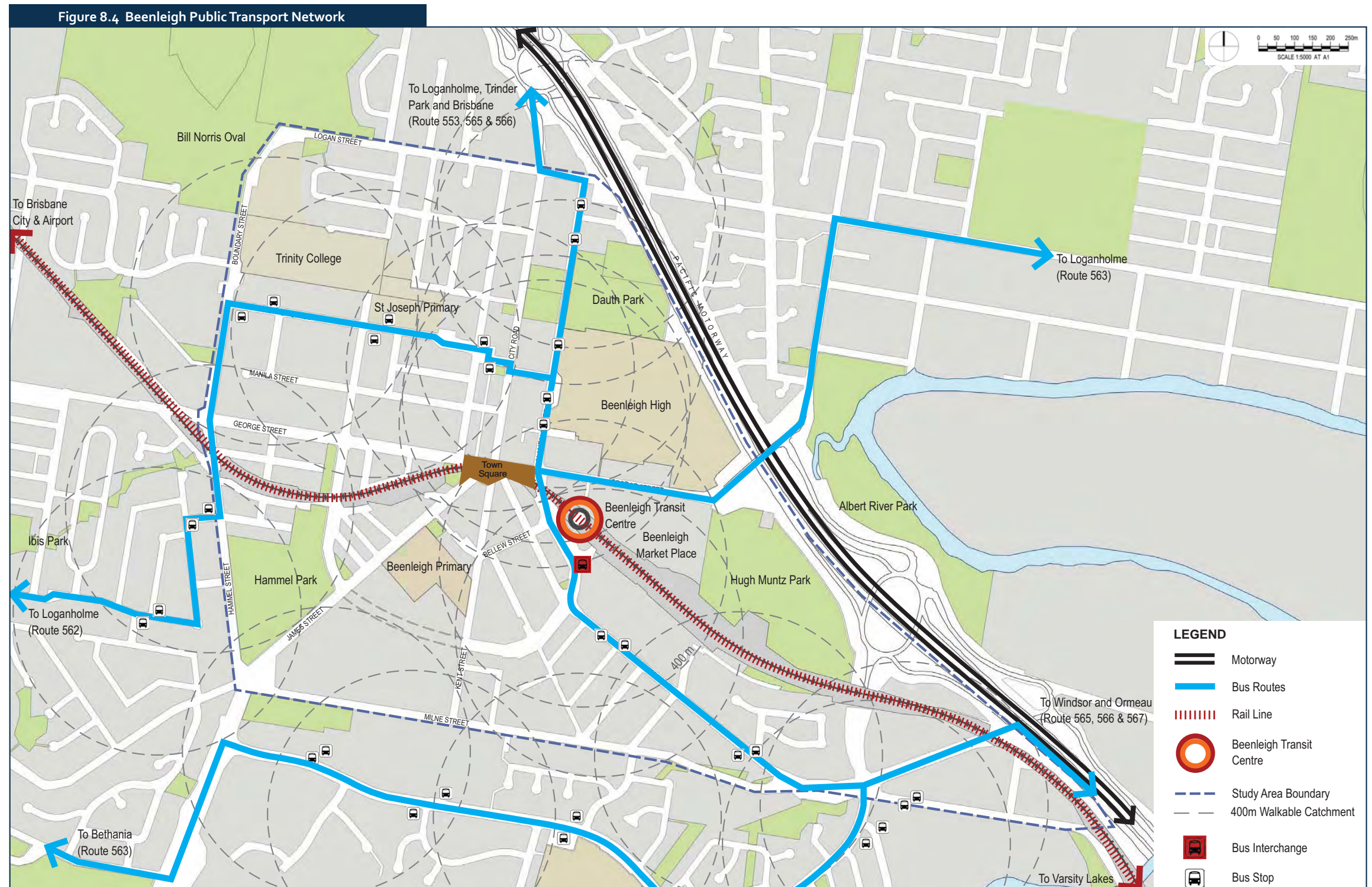
8.3.3 Bus Services

There are currently six main bus routes operating from Beenleigh Bus Station. The frequencies and operating hours of each of these routes are set out in Table 8.2 and the route network shown in Figure 8.4. It can be seen that whilst there is fairly good service coverage during the weekday, there are few evening services – particularly on the weekends.

There are currently no major plans for changes to bus services in the study area set out in Connecting SEQ2031 or noted in conversations with TransLink. However, it is understood that there is a community perception of poor public transport connectivity to the Yatala Employment Centre (Route 567) and this was discussed with the TransLink Network Planners. TransLink advised that they considered the existing services to not be well patronised and there are currently no intentions to expand it. However, TransLink review patronage on a regular basis, and if, as a result of residential development within Beenleigh Town Centre Core, the demand for travel to Yatala escalates, will consider the need for additional services.

A preliminary assessment of walking distances shows that residents within most of the study area fall within the 400 metre contour walking distance to a bus service. This is regarded as a good outcome and additional route coverage through the study area is not recommended at this time.

As a general principal, and in accordance with the road/mode hierarchy and the need to promote more sustainable outcomes, it is proposed that improvement measures be implemented to address bus delays at intersections.



8.3.4 Active Transport

It is the vision of this Master Plan that Beenleigh offers an attractive and visually vibrant urban environment that promotes cycling and pedestrian movements. The promotion of active mode (walking and cycling) facilities is now regarded as a key component of any urban strategy and it is specifically noted in Connecting SEQ 2031 that:

'improved active transport infrastructure will include a focus on routes within five kilometres of the centre(s) of Beenleigh'.

The proposed Beenleigh walking and cycle networks should support the SEQ Principal Cycle Network, connect green spaces and provide access to key trip generators such as schools, public transport and employment providers.

Walking

Beenleigh boasts a very permeable street layout, with wide road reserves and gentle terrain. Despite this, there is no identifiable pathways network linking neighbourhoods with activity hubs. For example, the railway station is not linked well with the rest of town, nor are other future activity hubs such as the Town Square, the sporting hub on Alamein Street, or the Showgrounds.

There is little incentive to walk, or to park and walk, so people continue to choose the car for local movement needs. As a result, multiple local trips are being generated for each visit to the Town Centre, further exacerbating local traffic congestion and parking inefficiencies. This is obviously a deficiency, but it also presents one of the major opportunities for Beenleigh's future town character. A huge opportunity exists to transform the appearance and function of Beenleigh's streets over time. A linked network of pedestrian pathways, properly branded with the core elements of Beenleigh's placemaking toolbox (planting, lighting, shelter etc), can become one of the distinctive and memorable aspects of Beenleigh.

The November 2009 report to Council summarising the visit to Beenleigh by Rod Tolley - an independent consultant in the field of active, sustainable transport - looks at the principals of adopting a walkability culture and the key issues to address in Beenleigh Town Centre. The report discusses the application of best-practice walkability principles including:

- Deliver priority
- Improve safety
- Increase connections
- Raise profile of walking

These principles are in alignment with the overarching access and movement strategy objective of the Master Plan of "establishing

Beenleigh as a leading centre for pedestrian connectivity" and the proposals to achieve this detailed in this section.

Two signature active transport projects of Connecting SEQ2031 are 'Connect 2' and 'Educated Ways'. The focus of 'Connect 2' is on providing safe and convenient walking and cycling routes that connect to major public transport stations and stops, supported by holistic journey planning that incorporates walking and cycling routes and estimates of travel time. 'Educated Ways' will focus on walking and cycling routes to schools and universities supported by travel plans to encourage more students to walk and cycle.

Supporting these projects, Figure 8.5 shows the level of connectivity within the town and identifies key routes supporting access to the main trip generators of the Town Square, the public transport interchange, schools and open space.

It is proposed that the route from the Town Square to the public transport interchange be promoted via Main and Bellew Streets as this will benefit the local business community and enable pedestrians to avoid the highly trafficked intersection of George and Alamein Streets. As discussed in the public transport section above, consideration should be given to pedestrianising the eastern end of Bellew Street and reviewing its intersection with Alamein Street to improve pedestrian crossing facilities.

Cycling

In addition to the active transport projects of 'Connect 2' and 'Educated Ways', 'Complete 5' is a signature cycling project of Connecting SEQ2031. The aim of 'Complete 5' is to complete the principal cycle network within five kilometres of the regions activity centres (which includes Beenleigh) as a priority for delivery. This radius encompasses all of the study area included in this masterplan.

The proposed cycleway network has been designed to meet the movement objectives for Beenleigh Town Centre whilst complementing the regional needs designated by the SEQ Principal Cycle Network. The network is shown on Figure 8.6. It comprises a cycle network on local routes that incorporates the SEQ Principal Cycle Network regional connections to the Town Centre and is supported by local facilities for cyclists on the peripheral major trunk routes which connect to the Principal Network. The key trip generators and attractors in the Town

Centre – including schools, parks and public transport interchange – are also shown.

Cycle facilities should be designed in accordance with guidelines issued by the Queensland Government and be guided by the following principles:

- Provide off-street facilities (shared with pedestrians) on the Ring Road.
- Provide off-street facilities on the distributor network unless traffic volumes are low.
- Avoid bi-directional on-road facilities wherever possible.
- Provide continuous routes rather than ad hoc sections.
- Provision of end of trip facilities at public transport stations, workplaces and activity centres

In order to provide a real alternative to other travel modes and to encourage a more active lifestyle for the community, the cycle network must be safe, continuous, flat and direct. Wherever possible, cycle lanes should avoid driveways and be afforded priority at intersections. On busy roads, on-street cycle lanes will not be conducive to family cyclists and should be avoided wherever possible.

8.4 Access and Movement Strategy Recommendations

The key actions required to implement this Access and Movement Strategy are:

Short Term:

- Improve signage on approach routes to bypass and inner ring system to reduce traffic through the Town Centre.
- Advance the implementation of cycleways through:
- Completing key routes
- Planning secondary routes
 - Assess parking supply / demands to gauge the need for parking interventions.
 - Assess parking station locations in accordance with the criteria listed in the Strategy.
 - Undertake comprehensive traffic modelling to forecast impacts of proposed traffic improvements.
 - Prepare a programme of streetworks intended to constrain traffic bound for the Town Square.

Medium Term:

- Complete Inner Ring Road through Showgrounds.
- Resolve future rail station location and bus interchange planning
- Initiate program of streetworks to implement 'Town Square'
- Implement first stage of Town Square Plan
- Complete implementation of bikeway
- Implement staged approach to remove on-street parking

Long Term:

- Upgrade rail line and transit centre
- Complete Town Square proposals
- Build parking station(s) as required

Figure 8.5 Pedestrian Network

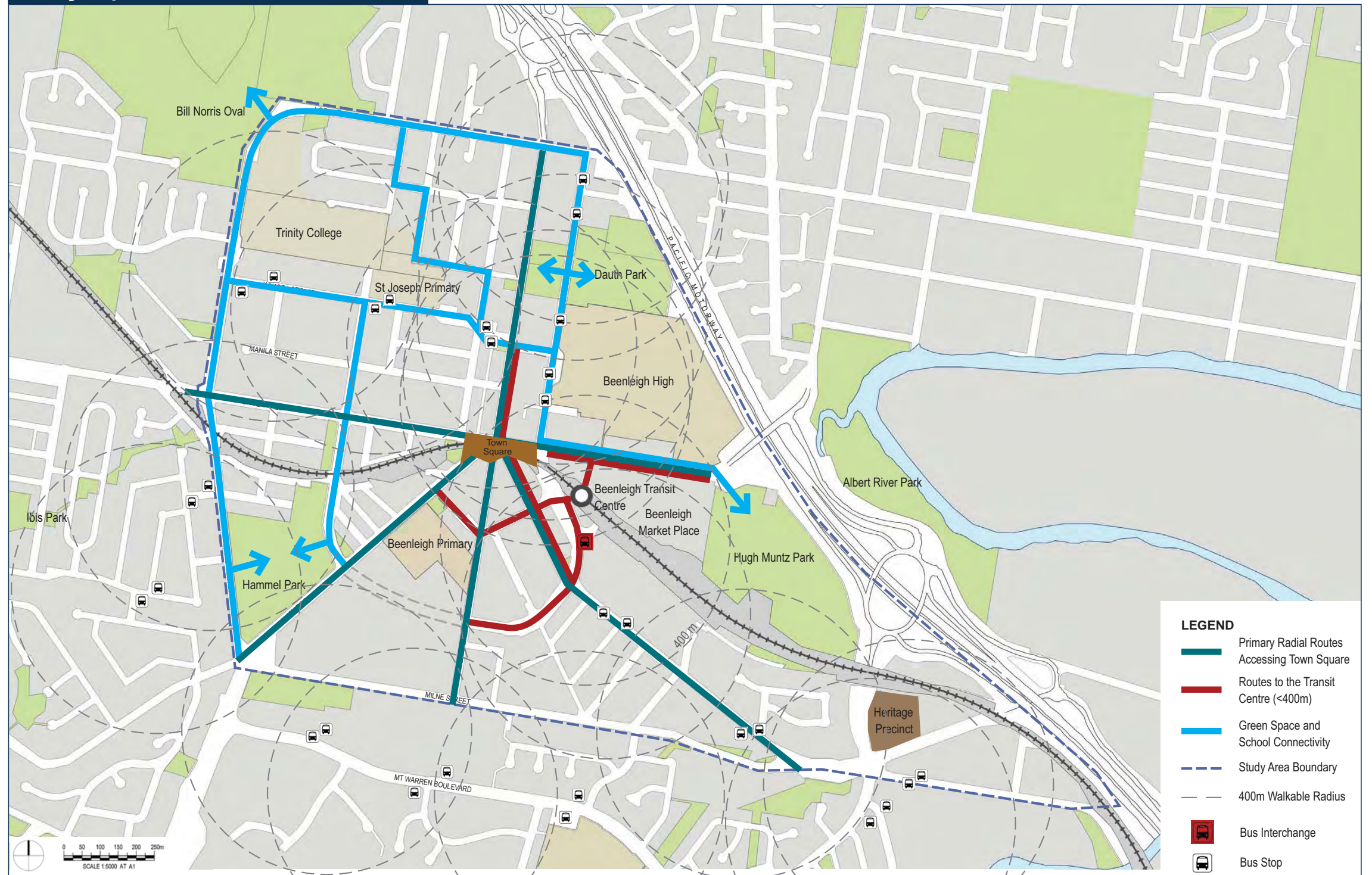
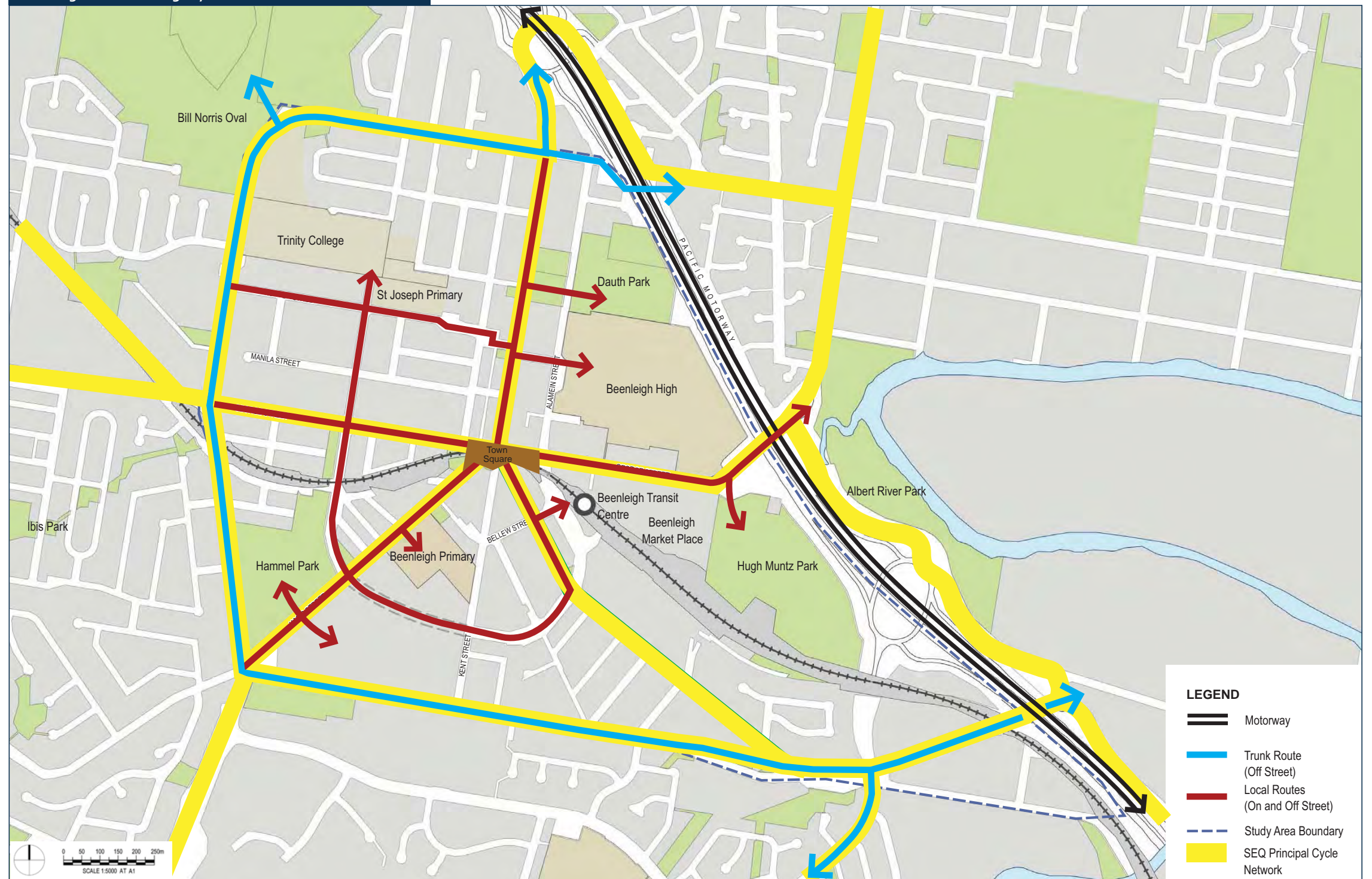


Figure 8.6 Beenleigh Cycle Network



9.0 SOCIAL PLANNING AND INFRASTRUCTURE STRATEGY

Social Planning and Infrastructure Strategy Objectives

- Ensure community facilities in Beenleigh have the capacity to accommodate population growth and needs within the region.
- Community facilities contribute to creating a sense of place in the Beenleigh Town Centre.
- Housing diversity and affordability is encouraged and facilitated.
- The Beenleigh Town Centre is a safe and secure place for all residents during all hours of the day.
- The Beenleigh Town Centre provides a wide variety of education, training and employment opportunities for all of Beenleigh's residents.
- The process of change is managed so that the most disadvantaged members of the Beenleigh community benefit from changes to the Town Centre.

9.1 The Beenleigh Social Planning Process

An assessment of the social needs of the Beenleigh area's community has been undertaken as the first stage of a broader 3 stage social planning study. The key findings of the needs assessment have been considered in the development of the Master Plan, and recommendations have been carried through into the Key Actions and Implementation of the plan.

The next phase of the social planning process will be a Social Impact Assessment of the Master Plan, which will in turn be the basis for a Community Plan to be adopted to manage the impacts on, and opportunities for, all sectors of the district community.

The key findings of the Social Needs Assessment of particular relevance to the preparation of the Beenleigh plan Master Plan are summarised below.

9.2 Beenleigh's Social Characteristics

Beenleigh has a number of distinguishing social characteristics, when compared with the profile of the Southern Planning Sector, and also with that of Logan City and Queensland as a whole. Of particular note are:

- A median weekly household income (\$783) in 2006 well below the Logan City average (\$1,049), and a corresponding high proportion of households in the lower income brackets
- A high proportion of children and young people;
- At the same time, it also has a relatively high proportion of older people and of lone person households;
- A significantly higher proportion of one parent families, and corresponding lower proportion of households made up of couples with dependent children;
- A higher proportion of indigenous residents relative to the rest of Logan City, although consistent with the state average;

- Levels of cultural diversity close to the Logan and Queensland averages;
- Particularly low levels of educational achievement (in terms of high school completion and tertiary qualifications);
- Relatively high unemployment rates and high proportion of its workforce in semi- and unskilled occupational categories;
- A high proportion of housing stock as attached dwellings (townhouses, flats, apartments) relative to the rest of Logan City and Queensland as a whole;
- Relatively low rates of home ownership, and a high proportion of both public and private rental housing. Associated with this are higher rates of population turnover;
- A significantly lower proportion of dwellings attached to the internet than all other study areas;
- Low rates of motor vehicle ownership and a higher proportion of residents who use public transport to get to work; and
- A SEIFA index (907) well below the Logan average (970), confirming the variables above that the area is one of reasonably high socio-economic disadvantage.

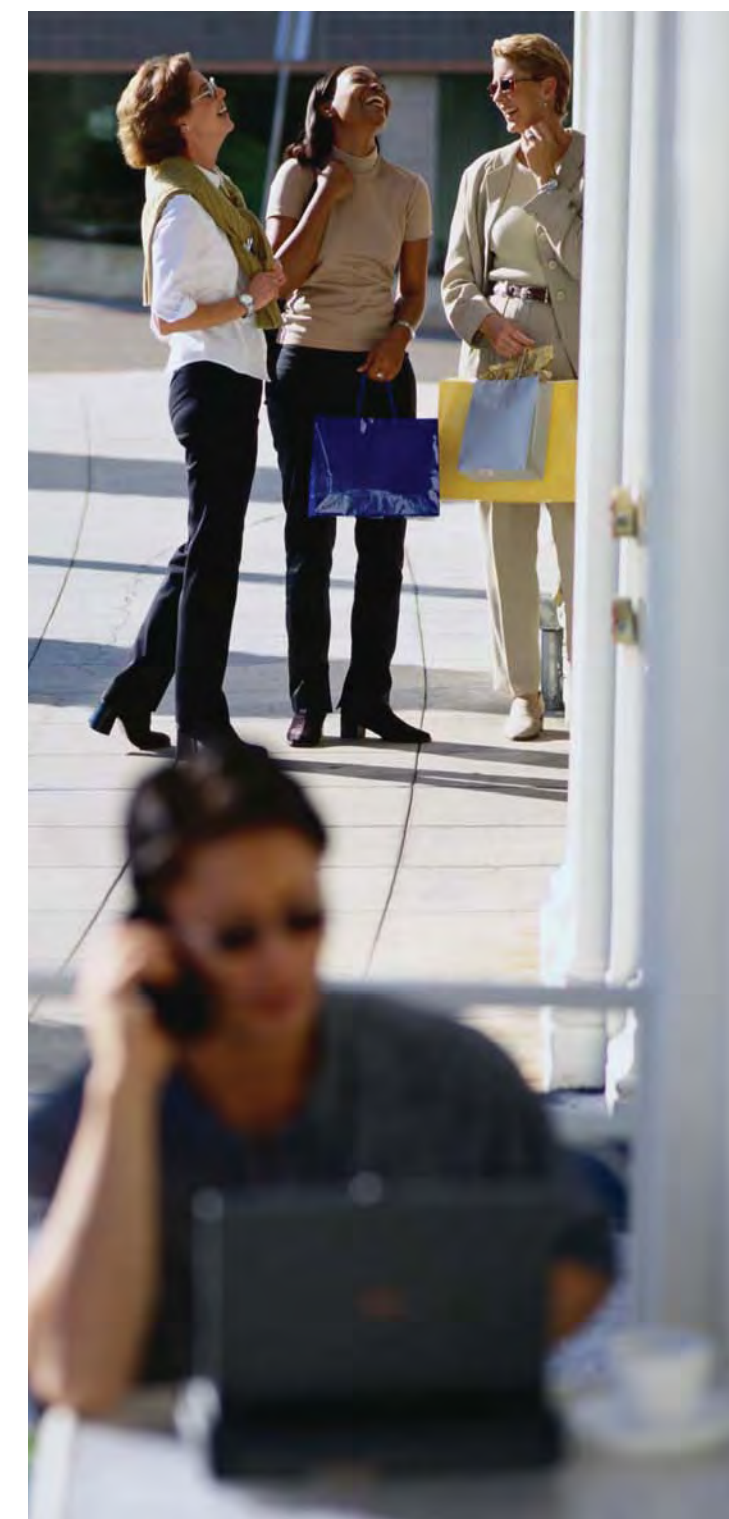
9.3 Community Infrastructure

Based upon analysis of both existing Levels of Service and future Desired Standards of Service, the draft Community Facilities Strategy proposes that the following facilities will be required to meet expected population growth forecasts:

- A regional / district level multi-purpose community centre that is commensurate with Beenleigh's status as a Principal Activity Regional Centre. This space should be designed to accommodate a community arts facility, containing workshop, studio and display spaces for creative arts and a district level youth space that has a cultural / arts /technology focus. This will require a site area of approximately 7,000 sqm that is located in a walkable distance from the Beenleigh train station.
- The above could be achieved through redeveloping Council's assets in the Crete St Precinct, or alternatively moving Council social infrastructure to a new location, such as the Showgrounds. Both options will need to be explored further.
- A range of other facilities will need to be upgraded / augmented to expand their capacity and provide district or regional level facilities for the larger future catchment population. These include:
 - the Beenleigh library,
 - the performing arts centre,
 - the Beenleigh swimming pool,
 - the senior citizens centre, and
 - the indoor sports centre.
- The concentration of a number of facilities in the Dauth Park precinct presents an opportunity to redevelop this area to meet future community needs with a healthy lifestyle focus. There is excellent potential for the facilities to be designed as one integrated multi-use facility, where possible.

- A town park or square is required to provide outdoor community activity and meeting space and help to create a focal point for community and civic facilities and enhance the sense of identity of the Town Centre.

In accordance with earlier sections of the Master Plan, including the Land Use Framework and Economic Strategy, the Civic, Community and Performing arts Precinct within the Town Centre Core have been identified as an ideal location for a multi-purpose community centre, provided sufficient land area is available for development. This location benefits from being an easy walk of the transit station and being in close proximity to other complementary community facilities, such as the Crete Street Theatre.



9.4 Planning for Social Sustainability

In addition to the specific social infrastructure provisions identified as required within the plan Master Plan core area, there are a number of other ways in which the planning for this area can encourage longer term social sustainability.

9.4.1 Housing affordability and diversity

Given the diversity of household types living in the Beenleigh area, there will continue to be a need for a diversity of housing forms to be provided within Beenleigh. While re-development of the Town Centre Core is likely to take the form of medium and higher density housing, it will be important that a mix of dwelling sizes be provided to cater for the diverse population. This can be achieved through specific provision in the Beenleigh Centres Code that encourage a variety of dwelling sizes and types.

Beenleigh currently provides a significant supply of relatively low cost rental housing, accommodating a variety of low income groups. Over 36% of all households in Beenleigh live in private rental housing. Any impacts of future re-development of Beenleigh on this regional supply of affordable rental housing will need to be carefully monitored, to ensure that these households are not displaced by rising rents and property values as the area is revitalised and that further barriers are not created for these groups to move into home ownership. One strategy for encouraging affordable housing may through planning scheme development incentives, including plot ratio or building height benefits, which enable developers to achieve a higher yield on their developments.

9.4.2 Transport and accessibility

A relatively high proportion of the Beenleigh district community rely on public transport for their travel needs. It is essential that public transport services to and from the Beenleigh station are to a sufficient level of service to enable ready access to employment and social services within Beenleigh.

The design of public areas and facilities associated with the Beenleigh transit centre will be an important consideration in order to actively encourage greater use of public transport within Beenleigh.

Accessible and attractive public walkways and spaces which encourage pedestrian and cycle movements within the Town Centre Core by providing linkages between facilities, commercial areas and key parts of the public realm (such as open space) for the community is key design consideration within the Master Plan.

Adequate provision of car parking within the Town Centre Core area for employees, who come from outside of the area to work, and for other visitors, including people accessing its many community services will be an essential for the Town Centre. This also particularly includes future upgrades to the existing commuter car park at Beenleigh railway station. Car parking areas will need to reflect crime prevention through environmental design (CPTED) principles; enabling spaces to be safe and accessible to the community.

9.4.3 Designing for safety and security

Actions to manage crime in Beenleigh Town Centre will assist in attracting new residents and businesses to this area and encourage use throughout the day and evenings. This will require:

- Attention to personal safety and security, particularly at night, in planning public areas near the railway station and bus stops and all public walkways in the core area. This will especially benefit those on low incomes and/or without access to private cars, who are dependent on public transport and walking;
- Crime Prevention Through Environmental Design (CPTED) principles to be incorporated into the planning and design, such as design for high visibility, opportunities for passive surveillance and activation of public spaces, attention to lighting, choice of surfaces, vegetation treatments and other techniques.
- Promotion and further development of an '18-hour economy' where opportunities for people of all demographics and ages are available.

9.4.4 Access to employment, education and training

There is a critical need for initiatives in this area to improve access to, and participation in, education, training and employment, to help improve educational outcomes and reduce levels of unemployment. Further detailed consultation with the Metropolitan South Institute of TAFE regarding the provision of TAFE training courses within Beenleigh is required in the next stage of the social planning study, to explore how Beenleigh might become a provider of education and training for the district, which includes the Yatala Enterprise Area.

Other considerations may include:

- Strategies for engaging local young people and unemployed people as well as other local residents in programs to plan and implement the Master Plan
- Further funding of employment initiatives including social enterprise training and support initiatives, job placement programs and training programs that assist young unemployed people (particularly single parents and public housing tenants) to re-engage with the workforce.

- Establishing linkages with the local TAFE facilities to offer experience for students in the areas of construction or small business development should also be considered.
- Other initiatives to support local business enterprise and the local economy, such as "Buy Local" arrangements, small start-up business training and market stalls which sell locally made or sourced products.

9.4.5 Community character, amenity and lifestyle.

The Master Plan provides an opportunity to address negative perceptions of the physical environment and lack of activities in Beenleigh's core area. This can be addressed by designing an interesting and active central core area with a range of public uses and activities for all residents, including families and younger people. The Land Use Framework Strategy encourages outdoor cafes and dining, shops, cinema, public and private entertainment, community infrastructure and informal meeting places that will attract people to the core area and activate its spaces. Places of significant local heritage value for the community are recommended to be preserved where possible.

9.4.6 Managing the process of change

Urban renewal within Beenleigh has the potential to lead to other social changes that may impact on the existing population, given its high levels of social need. One area of particular concern is the need to carefully plan to minimise changes which could adversely impact on residents who already experience significant levels of disadvantage. Community development initiatives will play an important role in addressing many of the social issues associated with urban renewal.

9.5 Social Infrastructure Strategy Recommendations

- The social planning process for Beenleigh is further progressed, including the preparation of a Social Impact Assessment and Community Plan, incorporating the recommendations of the Elton Consulting Social Needs Assessment.
- Council develops strategies to work closely with State and Federal government agencies and not-for-profit housing companies to ensure adequate provision of integrated social and affordable housing, suitable to the particular needs of the Beenleigh community and include developer incentives for affordable housing within the new planning scheme.
- Establish built form controls to ensure government and affordable housing developments integrate seamlessly with the overall built form character of the Town Centre.
- Actions as recommended within the Active and Movement Strategy are implemented within the Town Centre, including car parking management strategies, improved pedestrian linkages and public transport access.

10.0 INFRASTRUCTURE STRATEGY

Infrastructure Strategy Objectives

- To support the augmentation of existing services to accommodate growing demands on infrastructure as re-development occurs within the Town Centre.
- Protect Beenleigh Town Centre from amenity impacts associated with the provision of services.
- Threats to personal health and safety and property are protected from the adverse impacts of stormwater constraints.
- Encourage the coordinated and timely delivery of important catalyst infrastructure within the Town Centre, such as the road improvements and transit centre and railwayline upgrades in order to deliver the Master Plan objectives.

Previous studies investigating the civil infrastructure, power and telecommunications within Beenleigh have not revealed any significant civil infrastructure constraints to development within the Beenleigh Town Centre.

No significant corridors or areas for civil infrastructure upgrade have been identified as part of this strategy.

10.1 Sewerage and Water Supply

Currently, the Core and greater Town Centre areas have adequate sewer and water supply. However, incremental re-development and gradual increases in population will necessitate the upgrade of trunk services over time.

Population projections and commercial and retail floor space estimates will direct Council's infrastructure planning in determining the extent of the required augmentations, with applicable developer contributions reflected in planning policy.

A key design consideration for infrastructure upgrades will be potential conflicts with existing in-ground services. Large scale works may necessitate the re-location of existing services (for example, where road widening is required).

The trunk services crossing over the railway corridor will need to be protected and will be subject to further consideration.

10.2 Power and Telecommunications

Reduction of visual impact from overhead wires within the Town Centre and undergrounding of electricity and telecommunications supply should be Council policy for all re-development within the Town Centre. Subsequent planning policy should reflect this requirement accordingly.

Advancements in delivering broadband fibre optic cabling within Beenleigh will be supported and will be encouraged for developments within the Town Centre.

10.3 Stormwater and Flooding

The Town Centre is constrained by stormwater and flooding, affecting its lower lying areas, relating to the nearby Albert River (located to the east). The constraint currently wraps around the south-eastern perimeter of Town Centre Core, along Alamein Street and draining downstream under the railway line to Hugh Muntz Park. The Town Centre already has a considerable percentage of impervious area and this is likely to increase with further development. On-site solutions will need to be implemented for all future developments on land affected by the constraint and improvements may also be incorporated as part of upgrades associated with Alamein Street and the transit centre upgrades, where required. Carparking can be provided below flood levels, provided there is flood free access.

10.4 Transport Infrastructure

As addressed within the Access and Movement Strategy, a number of improvements to the road network have been recommended and proposed future upgrades to the railway line and transit centre have been identified as important catalyst infrastructure to the Town Centre. It is recommended that coordinated implementation, involving a staged approach, is encouraged through consultation with all relevant parties to ensure the timely and effective delivery of these proposed improvements.

10.5 Infrastructure Strategy Recommendations

Key considerations for implementing the strategy include:

- Facilitate the efficient and timely delivery of major infrastructure within the Town Centre, including the railway line and transit centre development, Town Square and other Town Centre improvements through staged programs, in coordination with all relevant agencies.
- Encourage the use of advanced technologies and innovative techniques for delivering services within the Town Centre.
- Ensure that most of the costs associated with servicing development are met by developers or through payment of contributions to Council, in accordance with infrastructure planning policy adopted by Council.
- Ensure that planning policy reflects the need for undergrounding of electricity services for all future development within Beenleigh.
- Ensure Town Centre improvements and specific site developments design for relevant site constraints, such as stormwater and flooding.

11.0 KEY ACTIONS AND IMPLEMENTATION

11.1 Key Actions

The illustrated Master Plan sets in place a vision and framework to guide the development of the Beenleigh Town Centre over the next twenty years. This section provides a list of key actions that are required to realise the strategy outcomes. The success of the plan will rely on the following factors:

- The promotion of Beenleigh Town Centre as an origin transit oriented development that encourages people to live and work in the centre.
- The encouragement of a mix of uses that provides for commercial, retail, residential, community and leisure activities. The precincts will provide a varying level of activity that is essential to creating a vibrant and revitalised place.
- A commitment from the State Government to locate a substantial number of government jobs in the Beenleigh Town Centre and attract tertiary education providers, such as TAFE or English language schools to provide confidence to potential commercial investors.
- The promotion of high quality centre design and placemaking through the provision of sub tropical design and a new Town Square to create a vibrant and interesting place.
- The provision of high quality streetscapes within the Town Centre Core to deliver comfortable, safe and attractive pedestrian and cycle environments. Pedestrian and cycle permeability should be maximised through the centre.
- The provision of housing diversity and choice primarily through private sector development.
- The strengthening of transport connections between Beenleigh and Yatala; and Yarrabilba and Bahrs Scrub, as emerging development areas.

Figure 11.1 illustrates the key actions required for the implementation of the overall Master Plan, with the following table providing descriptions of the actions, locations and indicative realm of responsibility.

Table 11.1 Broad Key Actions (Ultimate scenario)

Map Ref	Action	Location	Responsibility
A	Primary streetscape treatment enhancement	<ul style="list-style-type: none"> • City Road south of Lae Street • George Street (section between City Road and Zander Street) • Main Street • Bellew Street (section between Main and Alamein Street) 	Council
B	Secondary streetscape treatment enhancement	<ul style="list-style-type: none"> • All sections of the Inner Ring Road (Alamein Street, Lae Street, Kokoda Street, Bougainville Street, Zander Street) • Kent and James Street • George Street (City Road to Hugh Muntz Park and Zander Street to Boundary Street) 	Council/ Developer
C	Tertiary streetscape treatment enhancement	<ul style="list-style-type: none"> • Logan Street • Boundary Street • Hammel Street 	Council/ Developer
D	Town arrival entry statements	<ul style="list-style-type: none"> • Intersection of City Road and Lae Street • Intersection of Zander Street and George Street • Intersection of George Street and Alamein Street (western side) • Intersection of James Street and future inner ring road 	Council
E	Activity specific entry statements	<ul style="list-style-type: none"> • Entry to the Active Lifestyle Precinct • Future Inner Ring Road frontage of showgrounds • Chris Green Park/Bill Norris Oval frontage • Intersection of Main Street and Distillery Road 	Council
Active Movement Network Enhancement			
F	Detailed planning for implementation of road hierarchy and mode priorities	<ul style="list-style-type: none"> • All roads referenced in Table 8.1. 	Council
G	Detailed design and implementation of By-pass route and Inner Ring Road system, by way of intersection improvements	<ul style="list-style-type: none"> • Bougainville and Kokoda Streets • George Street and Alamein Street • Boundary Street 	Council

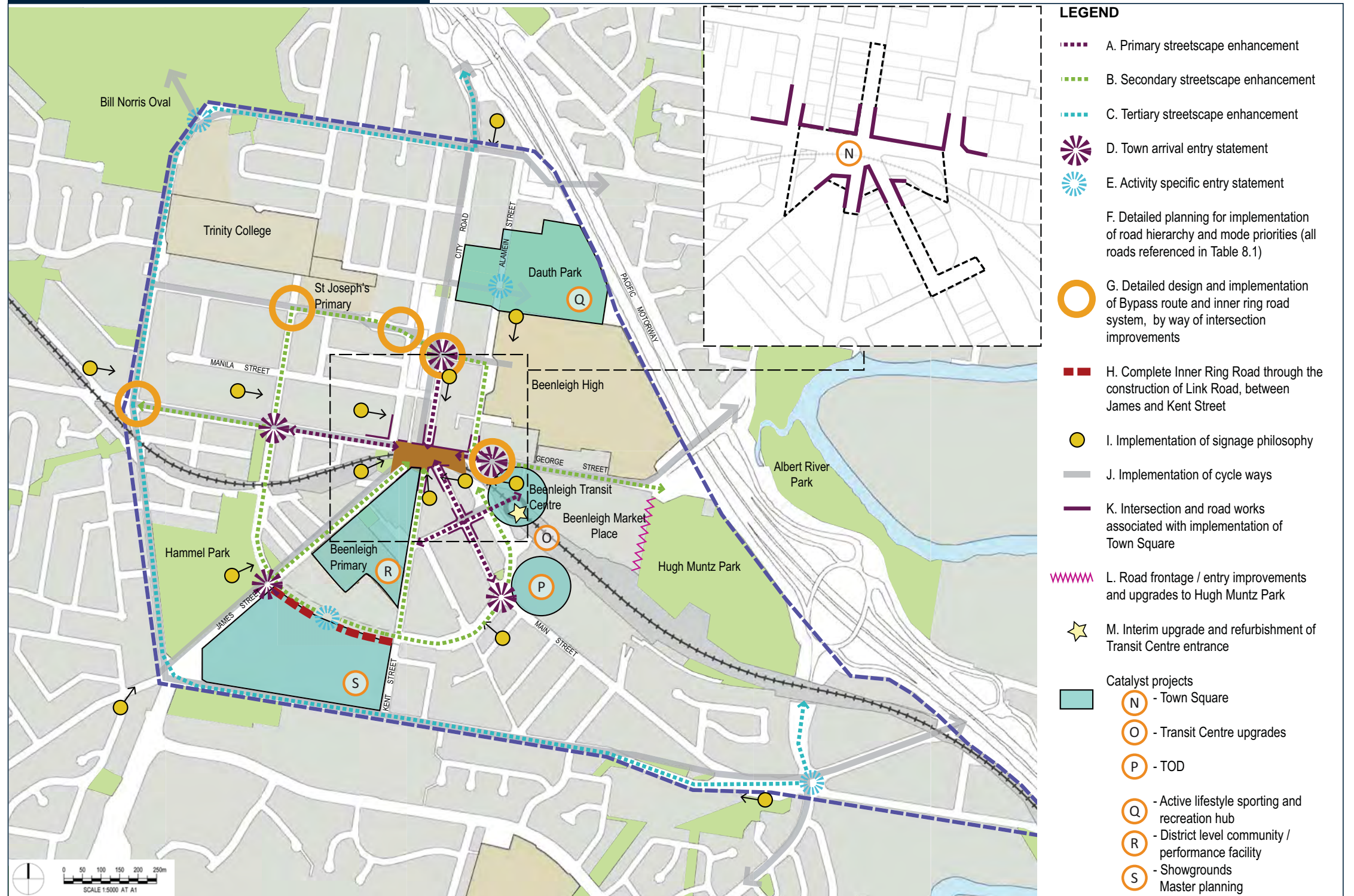
Table 11.1 Broad Key Actions (Ultimate scenario)

Map Ref	Action	Location	Responsibility
H	Complete Inner Ring Road through the construction of Link Road, between James and Kent Streets	<ul style="list-style-type: none"> Showgrounds 	Council
I	Implementation of signage philosophy	<ul style="list-style-type: none"> Alamein Street Boundary Street George Street York Street James Street Inner Ring Road Main Street and City Road 	Council/ Developer
J	Implementation of cycleways	<ul style="list-style-type: none"> All roads and connections referenced in Figure 8.6. 	Council
K	Intersection and roadworks associated with implementation of Town Square, in particular George Street and Kent Street.	<ul style="list-style-type: none"> Six-ways intersection of: George Street, City Road, Main Street, Kent Street; and James Street 	Council
L	Road frontage / entry improvements and upgrades to Hugh Muntz Park	<ul style="list-style-type: none"> Hugh Muntz Park George Street, and Reisers Road 	Council
M	Interim upgrade and refurbishment of bus interchange and railway station entrance	Beenleigh Transit Centre on Alamein Street	Council/TMR/QR
Catalyst Projects			
N	Town Square	<ul style="list-style-type: none"> Six-ways intersection of George Street, City Road, Main Street, Kent and James Street 	Council

Map Ref	Action	Location	Responsibility
O	Railway Station and Bus Station expansion and rail line upgrades	<ul style="list-style-type: none"> Alamein Street George Street Zander Street 	TMR, QR, Translink and Council
P	TOD	<ul style="list-style-type: none"> Alamein Street 	Developer
Q	Active Lifestyle Sporting and Recreation Hub	<ul style="list-style-type: none"> Adjoining to Dauth and Centenary Parks 	Council and Developer
R	District level community / performance facility	<ul style="list-style-type: none"> James Street and Kent Street precincts 	Council
S	Showgrounds master planning	<ul style="list-style-type: none"> Showgrounds site 	Council and Developer
T	Implementation of built form, land use and affordable housing recommendations through planning scheme provisions.		Council

*Actions designated to be the responsibility of Council are suggestions only and are subject to further investigation, including normal budgetary requirements and consideration of other citywide priorities.

Figure 11.1 Key Actions



11.2 Implementation and Staging

In facilitating the implementation of the vision of the illustrative Master Plan, a package of recommended Stage 1 works have been identified.

These Stage 1 works are considered to be the actions which are able to be initiated in the short term and are strategically important in implementing the Master Plan vision for the Beenleigh Town Centre.

Transport Supportive Actions

Catalyst Roadworks

- Complete Inner Ring Road through Showgrounds.
- Undertake comprehensive traffic modelling to forecast impacts of proposed traffic improvements.
- Improve signage on approach routes to bypass and inner ring system to reduce traffic through the Town Centre.
- Carry out upgrades to identified intersections to improve flow and circulation of local and bypass traffic (as determined by traffic modelling)
- Prepare a program of streetworks intended to constrain traffic bound for the Town Square
- Initiate program of streetworks to facilitate Stage 1 of the Town Square (prior to railway line upgrades).
- Commence intersection works (removal of roundabout) associated with stage 1 construction of Town Square.

Cycleway Improvements

Advance the implementation of cycleways through:

- Completing key routes
- Planning secondary routes

Public Transport Improvements

- Interim upgrades and refurbishment of Transit Centre entrance in partnership with State Government.
- Work with the State Government to improve the level of service and accessibility of current bus routes servicing the transit centre and key employment centres and surrounding suburbs.

Public Realm Actions

Streetscape Elements

- Prepare a program of Stage 1 primary streetscape works and town arrival entry statements, to improve legibility of local road network.
- Stage 1 works to be integrated into the schedules for transport and Town Square actions. Elements incorporated into works may include:
 - traffic calming;
 - varying road pavement materials and colours;
 - narrowing of roads widths (where necessary);
 - consideration of on-street parking (where required);
 - roadway signage;
 - bollards for pedestrian movement;

- mature boulevard planting;
- widening of pedestrian footpaths;
- implementation of street furniture; and
- public art.

- Primary streetscapes will include the pedestrian link between the Stage 1 Town Square and Transit Centre, as a pedestrian spine.
- Primary streetscape improvements are recommended to be limited to between York and Alamein Street along George Street, John Street to Bellow Street along Main Street and City Road and Main Street to Alamein Street along Bellow Street. This forms a pedestrian spine and specific active street network.
- Carry out all relevant streetscape works and embellishments.
- Complete town arrival entry statements to the Town Centre.

Town Square

- Confirm planning for the Town Square, including an interim Stage 1 design.
- Carry out undergrounding of overhead powerlines along George Street and City Road.
- Implement Stage 1 of the Town Square.

Car Parking Actions

- Conduct a detailed demand survey of existing Town Centre businesses and service providers to identify ways of improving existing car parking supply to satisfy demand within the Town Centre.
- Monitor kerbside parking locations and adjust/enforce time limits for the Town Centre to support the needs of local businesses and employees.
- Investigate ways of making existing off-street car parking spaces more accessible for shared use by the public in consultation with the relevant property owners / tenants.
- Work with the State Government to improve safety and usability of existing customer car parks at Beenleigh Transit Centre.
- Prepare and distribute a detailed information brochure summarising existing car parking options for short-stay and all-day use.
- Finalise locations for public, off-street parking stations, either on government land or as early stages of future private developments, including negotiating development framework and financial arrangements with property owners as required.
- Construct the first large off-street public parking station.



Policy Supportive Actions

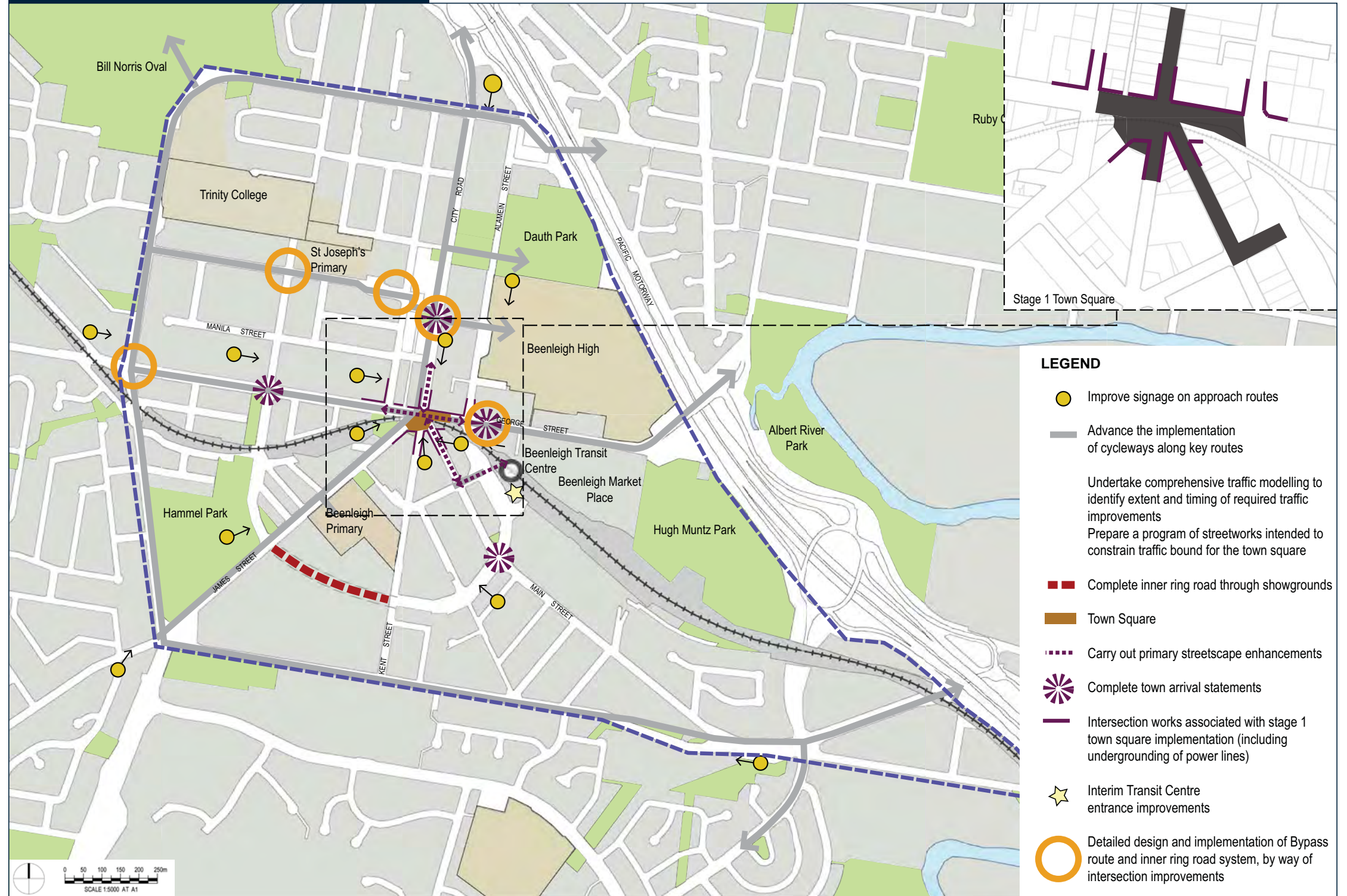
Preparation of a suite of planning scheme provisions for implementation in Development Assessment

- Draft planning scheme provisions.
- Implementation of built form and land use recommendations through planning scheme provisions including elements such as (but not limited to):
- Precinct intents;
 - Preferred land uses;
 - Building heights;
 - Active frontages;
 - Corner site activation;
 - Pedestrian connections through town blocks;
 - Developer incentives for affordable housing (i.e. plot ratios, heights);
 - interface with Hugh Muntz Park; and
 - Developer contributions.

Feature Precincts and Community Infrastructure Actions

- Facilitate master planning process and feasibility modelling for Active Lifestyle Precinct.
- Enter into joint land use arrangements between Council and Education QLD regarding potential future development associated with the Beenleigh High school's northern sports field.
- Prepare master plan and business model for the Showgrounds precinct in partnership with Beenleigh Show Society.
- Establish Shared Heritage Precinct at the Beenleigh Historical Village.
- Carry out Hugh Muntz Park improvements.
- Develop brief and financial feasibility model for a district level multi-purpose community/conference/performance space facility.
- Facilitate improvements to the existing neighbourhood and community centre in Kent Street to support its development into a Community and Youth Hub.

Figure 11.2 Stage 1 Implementation



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Appendix A Key Issues Summary

Key Issues summary

Table Road Hierarchy and Mode Priority Classification

Discipline	Issue	Description	Further information	Discipline	Issue	Description	Further information
Land Use	Land Use capacity	Significant development rights exist in current planning arrangements, however only moderate floor space forecasts exist for commercial and residential development in the centre. Development densities are too low to support a PAC and would need to be intensified over time allowing for the incorporation of mixed uses.	The land use capacity of the current scheme is approximately 10 times the forecasts for commercial. Providing structure and sequencing for commercial development and the provision of a stimulus scenario for residential development is desirable.	Urban Design and Placemaking	Street environment	Streets are not pedestrian friendly/ particularly at night and lack effective and legible access ways.	Targeted investment in legible pedestrian network in terms of connectivity, safety and pedestrian facilities (seats, lighting, shade and landscaping, artworks)
	Retail Hierarchy	Beenleigh retail catchment is impaired by Hyperdome and Mt Gravatt, Coomera (future) but disjointed anchors and poor legibility	Current retail activity in Beenleigh is characterised by large supermarkets. There are opportunities to increase retail activity at the smaller scale in the Town Centre .		Gathering places	No 'centre of town' where people can gather. Lacking a clear of 'sense of place'. Key Locations/ orientation/ legibility/ and poor connectivity to the rail station Lacking attention and investment in architectural design	Current public realm is limited to footpath areas in front of shops and commercial uses, or small landscaped areas associated with the road reserve. E.g. Town Square, entrance to station.
	Dispersed Commercial	Scattered commercial uses in residential areas (i.e. Manilla Street and City Road) show trend for out of centre development.	The commercial footprint is dispersed and the centre currently has an 'edgeless' and extended nature. Providing for an area of concentrated commercial activity is desirable. Related to Council's investments in public realm.		Vehicular impacts	Car domination of the centre of town	Balance travel behaviour/ desire to drive through town with amenity needs of new public spaces.
	Transit Oriented Development	Beenleigh can initially respond to this requirement of the Regional Plan by the provision of housing in the walk-up catchment to the railway station. As commercial uses develop and intensify it's role as an origin TOD will increase allowing for the establishment of new mixed use to serve in a supporting role.	Issues around the current accessibility and safety of the Beenleigh Railway Station. Creating intensity – under-utilisation of key areas of centrally located land. Strive to mixed use.	Architecture - Landmark site arrangements/ frontage	Visual landmark at roundabout	The centre is dominated by cars and would benefit from a more attractive built form. A built form that defines the Town Centre and addresses the Town Square will improve place making.	
	Showgrounds	The existing Showgrounds are in close proximity to the Town Centre Core. Despite this linkages to the area are poor and it offers little to the area annually.	The Showgrounds located to south of the Beenleigh centre have poor connectivity to the inner areas of the Town Centre and are in need of investment and redevelopment to serve as a civic attraction.	Access and Movement	Rail upgrade	There is currently no priority timeframe set for the upgrading of Beenleigh's train/rail interchange.	
Catalyst sites	The current Town Centre lacks development capable of driving new private sector investment. Catalyst developments are required allowing them to improve the amenity of the centre and to increase its desirability.	Catalyst developments such as an upgrade of the rail station or streetscape revitalisation are needed to drive new opportunities and attract investment.	Local Bus Services	Limited frequency and dispersion New high frequency service from Windaroo road past Teys Brothers abattoir and establishment of rail/ bus interchanges are needed.	Upgrade to services will be required as a result of the patronage increases associated with the Master Plan/ ie. New attractions in the centre of town may engender more trips to Beenleigh		
				Pedestrian connectivity to public transport hub	The pedestrian links between the public transport facilities surrounding and including the rail station are virtually non-existent.	Contingent on railway station upgrade	
				Town Centre vehicular movements	High levels of non-local traffic moving through the Town Centre, decreasing the legibility and safety of pedestrians.	New Town Square will provide structure for centre of town movements. Inner Ring Road to alleviate City Road and George Street desirable.	
				Active movement networks	Limited provision for bike paths and prioritisation of pedestrian movement in Beenleigh Town Centre.	New cycle facilities will be required as part of Master Plan both for the centre of town and district connectivity. These facilities will be integrated into a network to achieve equality for cyclists.	
				Carparking	Impact on development (hindrance) needs to be managed. Meeting future demand will promote an appropriately located town parking structure that is integrated into the surrounding transport network (ring road).	Issues of management	

Discipline	Issue	Description	Further information
Environmental and Heritage	Open space network	Currently the open space network is a mosaic of green space rather than once interconnected system.	Need to address ecological connectivity of Beenleigh - both green space and waterways
	Heritage	Heritage and character buildings are few and dispersed in the study area, requiring management on a case by case basis.	Potential for heritage and character controls as part of Master Plan. Heritage/ tourism – connections.
Infrastructure	Water	Increase in population will trigger investment in network where redevelopment occurs	Provide for cost effective refit for infrastructure in selected areas.
	Stormwater	Stormwater drainage and flood management is an issue in some areas of the town.	Concentrate initial redevelopment activity in unconstrained areas.
	Sewer	Increase in population will trigger investment in network where redevelopment occurs	Provide for cost effective refit for infrastructure in selected areas and amend Council policy where necessary.
	Telecommunications	Undergrounding of these services is desirable	
	Energy	Rate of infrastructure charges overtime will reflect Council's promotion of Beenleigh as a strategic priority investment for a PAC. Any changes to infrastructure charges will require amendments to Council policy.	
Community Facilities and Services	Limited facilities	Apart from schools, the Showgrounds and sporting facilities, limited community facilities exist.	The community facilities network has significant potential to enliven Beenleigh since Council's strategy is to locate regional facilities in the town.
	Access to facilities	Recreational activities and open space are generally located away from the Town Centre (not within walking distance).	Better linkages to recreational facilities required. Build upon existing facilities as regional community hub.

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