

# SUNSHINE COAST BUSINESS COUNCIL THINK TANK SERIES

Need and economic benefit of planned and ambitious urban and industrial renewal

AUGUST 2025

# PLANNED AND AMBITIOUS URBAN AND INDUSTRIAL RENEWAL

## OVERVIEW

### 1. Urban and Industrial Renewal

- What is it, and my experience

### 2. SEQ context - Exemplar references

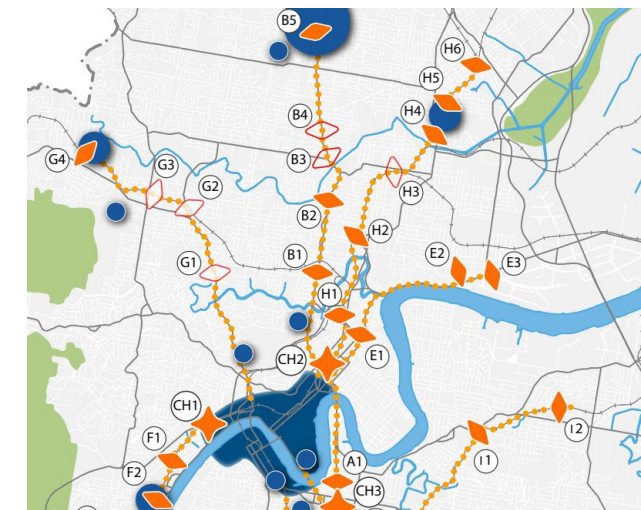
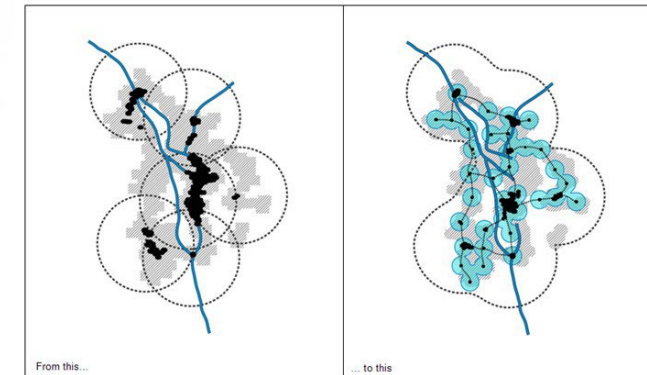
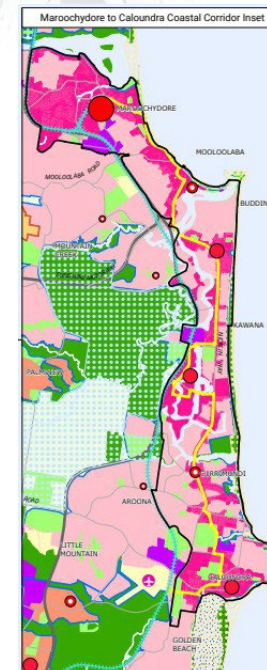
- Urban Renewal Brisbane
- Gold Coast Neighbourhood Framework Plans

### 3. Sunshine Coast context

# URBAN AND INDUSTRIAL RENEWAL

## AT A CITY SCALE

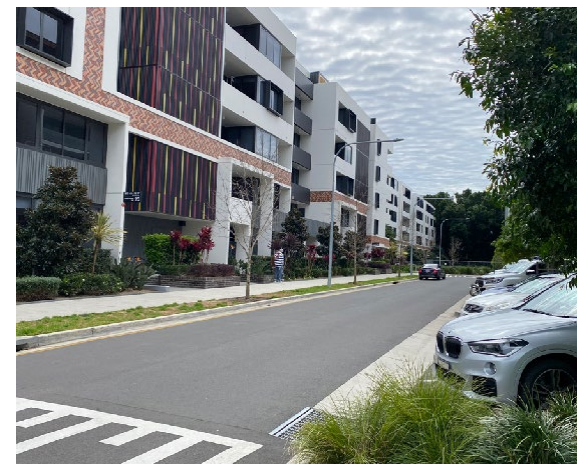
- Urban renewal is improving the physical, social and economic aspects of an urbanized area to facilitate investment and change
- Simply though...its about greater mix and density of use that leverages locational qualities + making improvements to public realm and infrastructure to support the change
- Carried out in strategic locations that are central, well located, accessible and posses high amenity or desirable locational characteristics (e.g. waterfront)
- While not always directly referred to, its a common feature in many strategy and regulatory tools - like a planning scheme



# URBAN AND INDUSTRIAL RENEWAL

## PLACE SPECIFIC NEED & BENEFITS

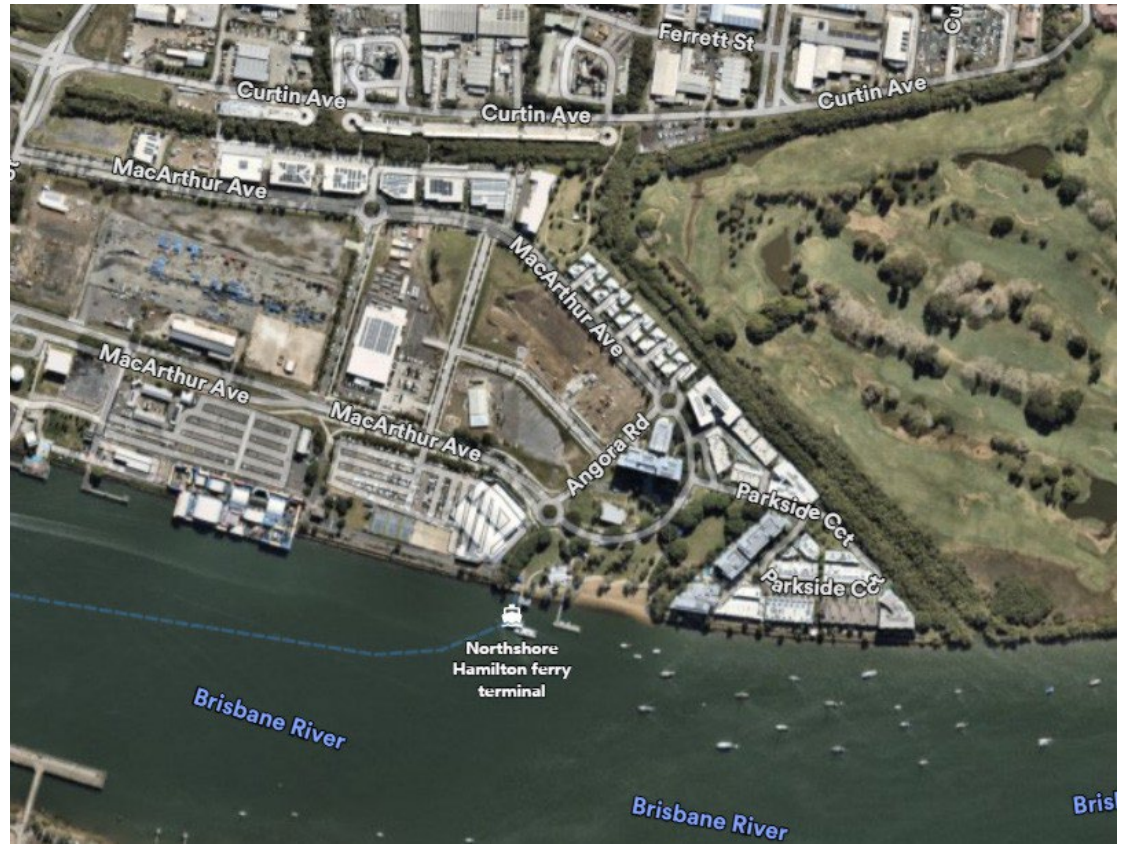
- Typically precinct-based
- All about leverage
- Clear long term locational strategic advantages
- Land is more valuable due to the strategic location
- Areas typically have more established infrastructure (seed investment + ongoing maintenance commitment)
- There is generally more under realized carrying capacity in the land (could be underdeveloped or a historical land use that is no longer highest and best use for that area)



# NORTHSHORE HAMILTON

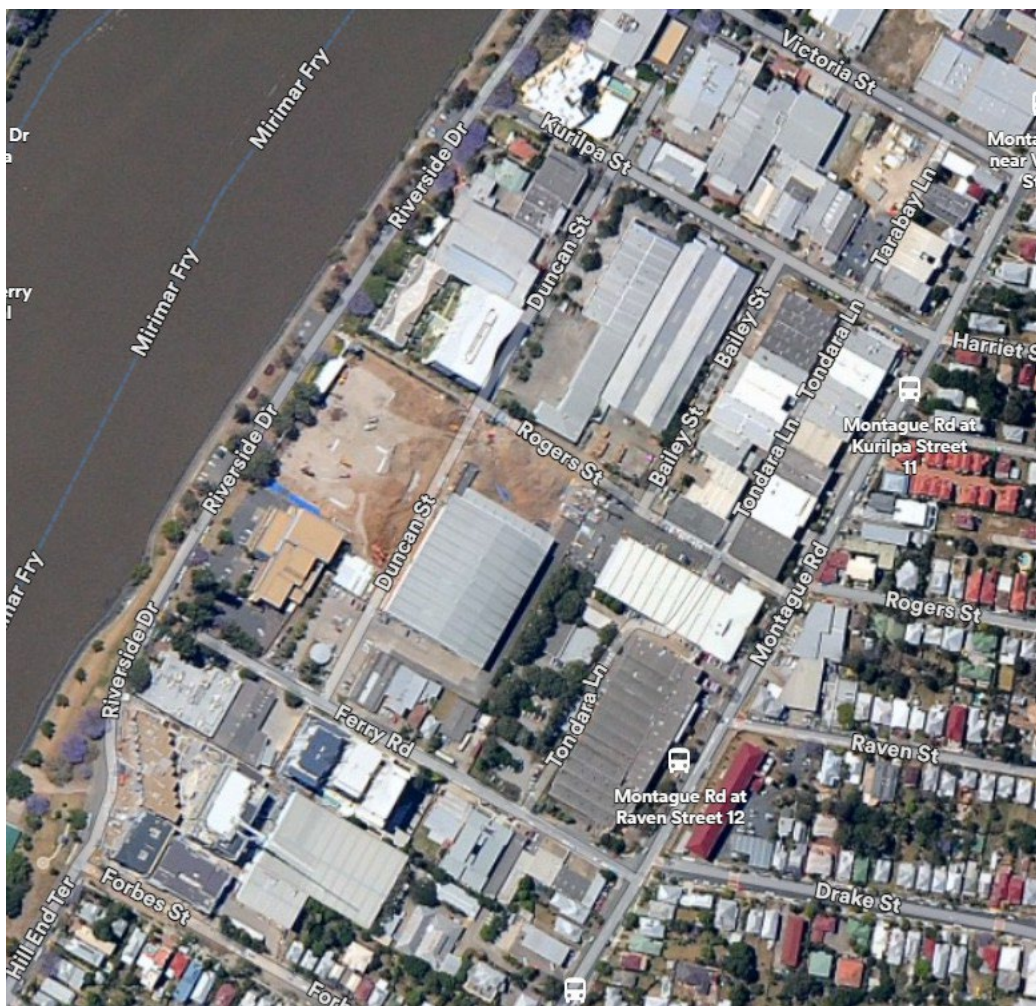


2009

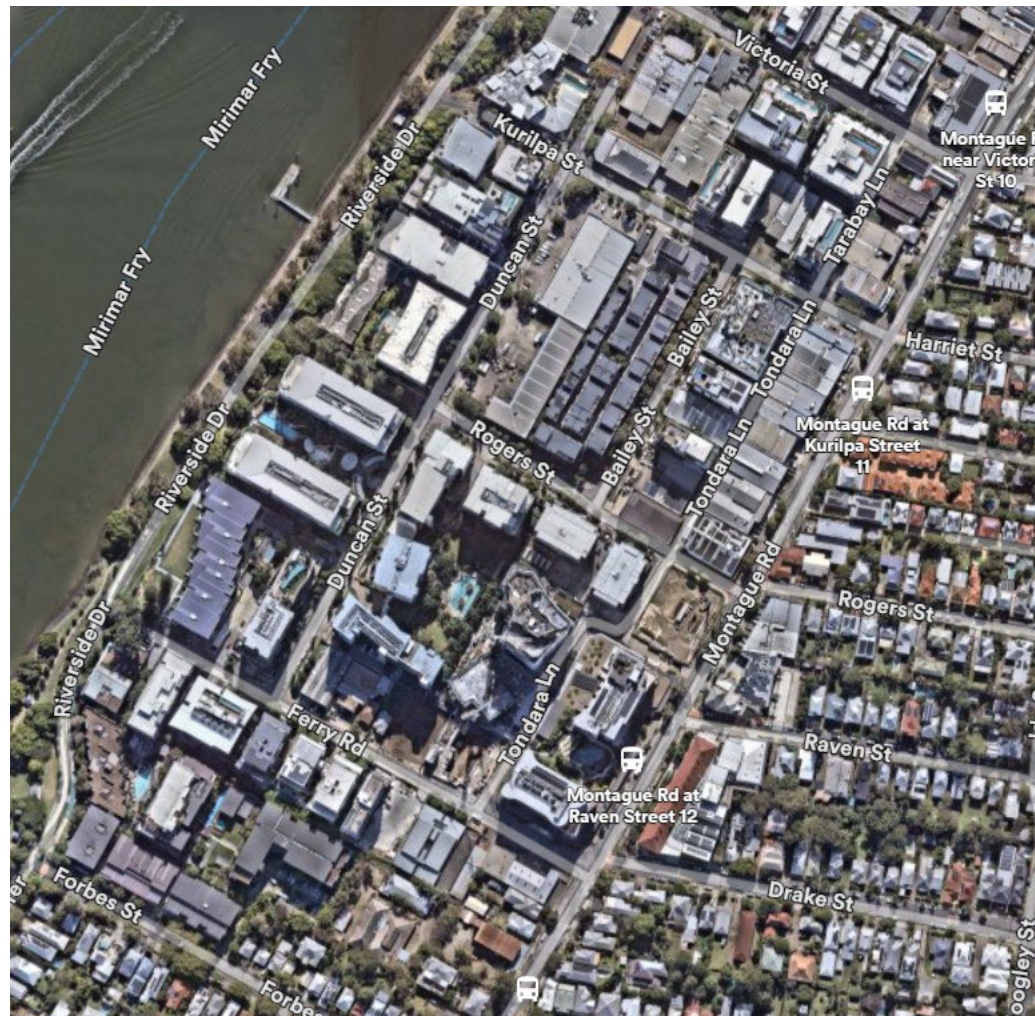


2025

# MONTAGUE ROAD WEST END



2009



2025

# MAROOCYDORE

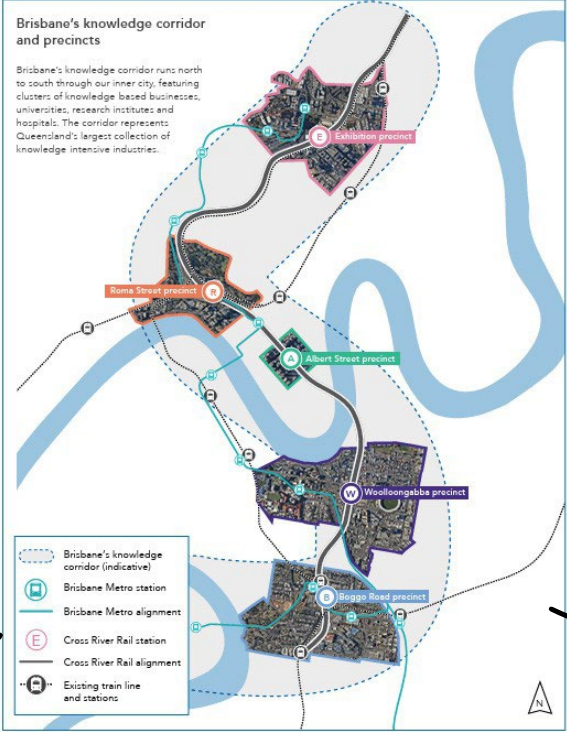
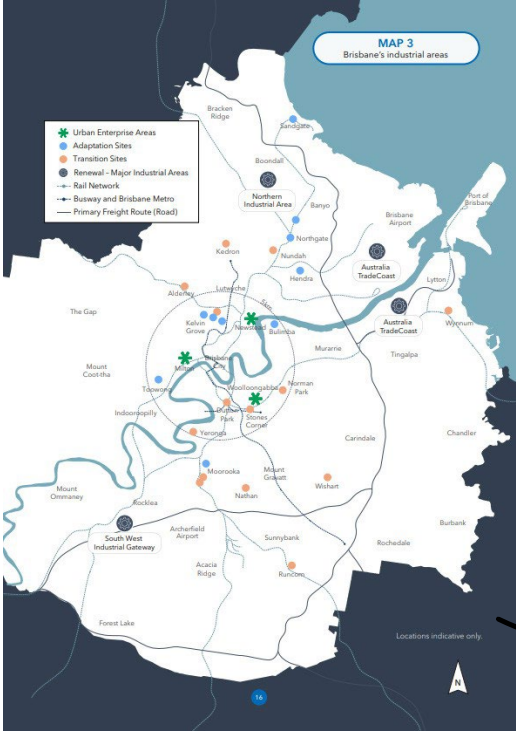


2009

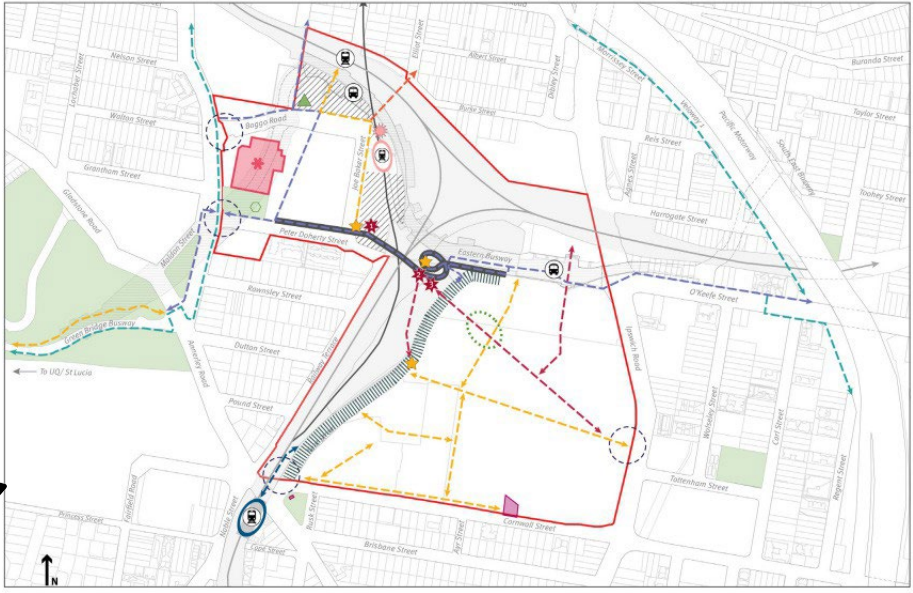


2025

# MY EXPERIENCE

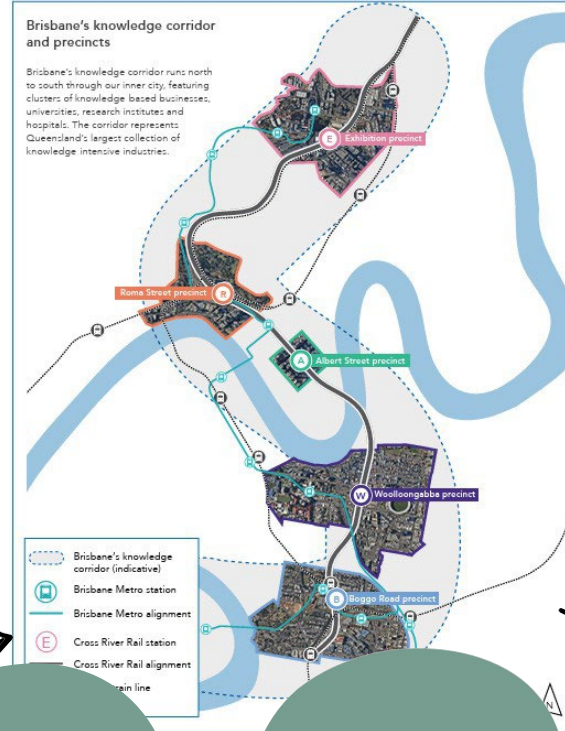


Map 3: Boggo Road CRR PDA Structural elements plan<sup>18</sup>

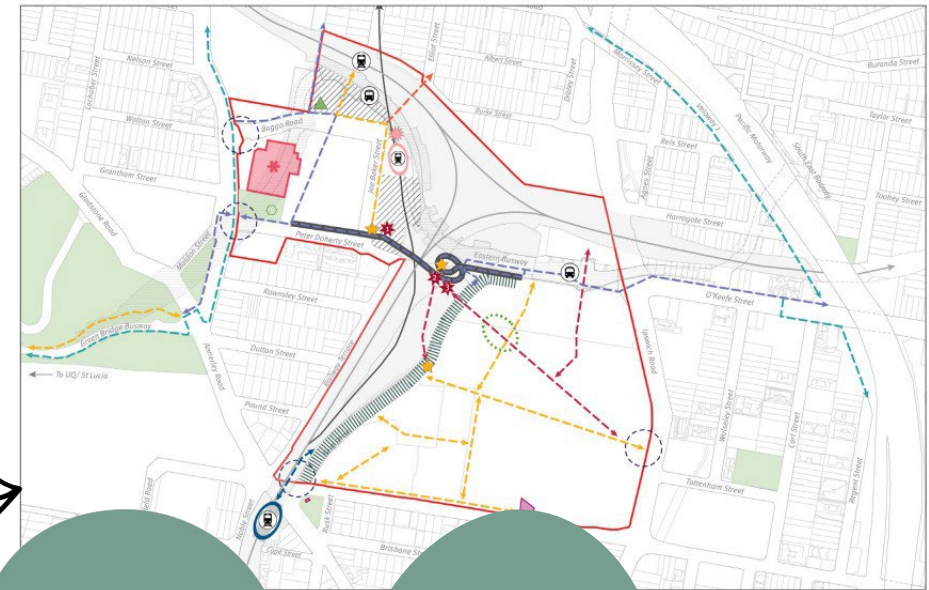


# MY EXPERIENCE

## COST AND OPPORTUNITY OF AMBITION



Map 3: Boggo Road CRR PDA Structural elements plan<sup>18</sup>



People & Place

Information & Evidence

Design

Communication

Regulation

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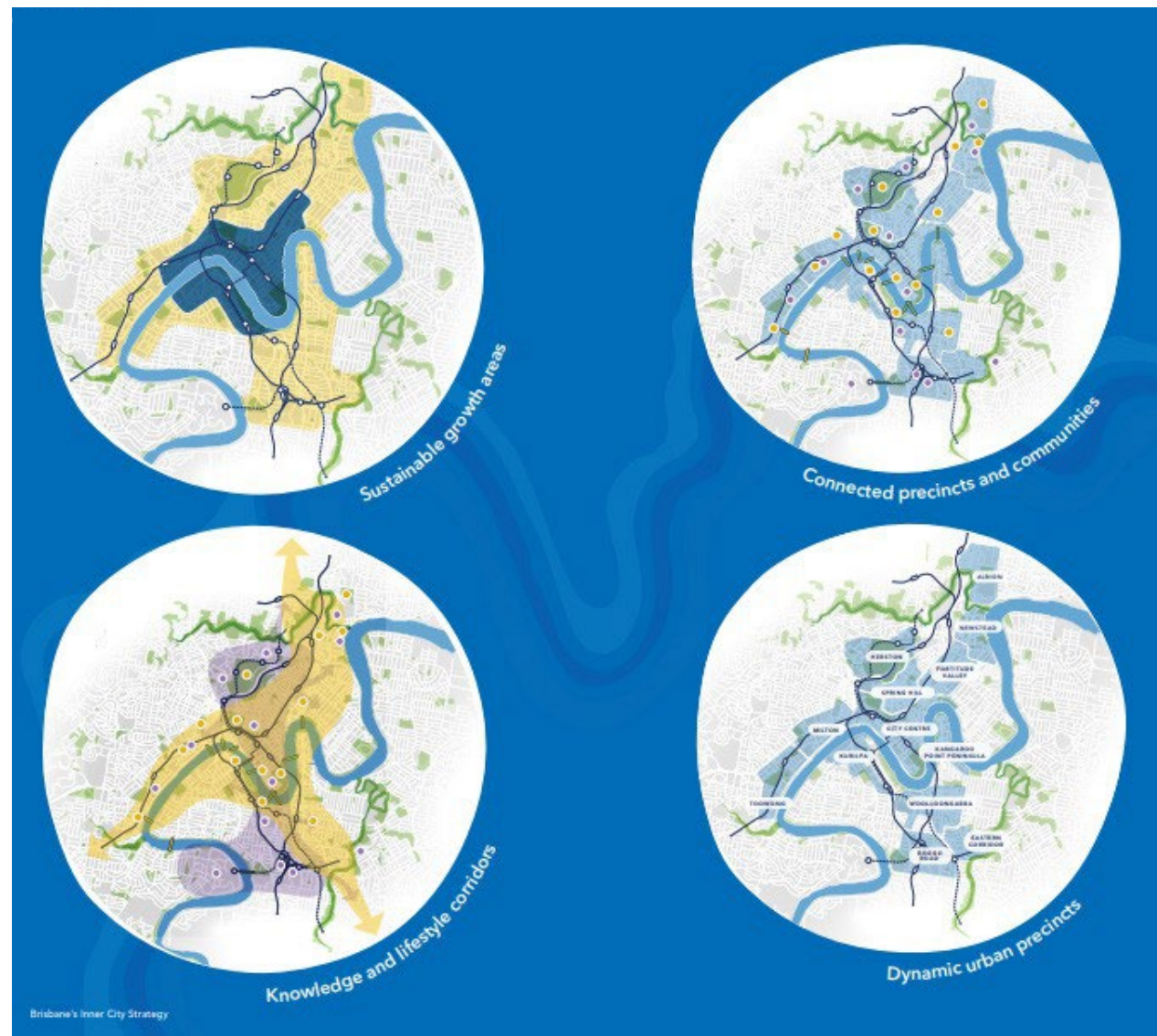
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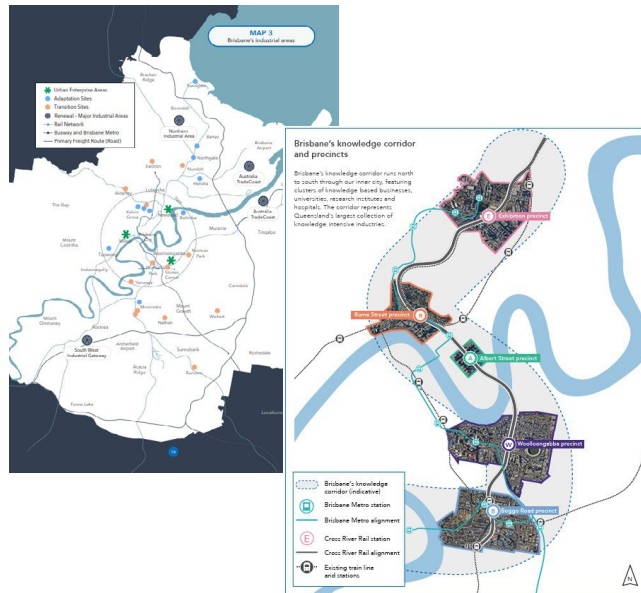
### 3. Sunshine Coast context

# URBAN RENEWAL BRISBANE

- Urban renewal in Brisbane has transformed former industrial areas, particularly within the inner city, into vibrant, mixed-use communities.
- Spearheaded by Urban Renewal Brisbane (URB) involved the adaptive reuse of buildings and sites, focusing on the area within a 5km radius of the CBD.
- The Brisbane River, superior accessibility (both existing and planned) played a central role, with redeveloped river fronts becoming key features of renewal areas.



# INDUSTRY AND URBAN RENEWAL



Brisbane will have an additional **188,200 residential dwellings** by 2041

Brisbane will have **more than 350,000 additional jobs** by 2041

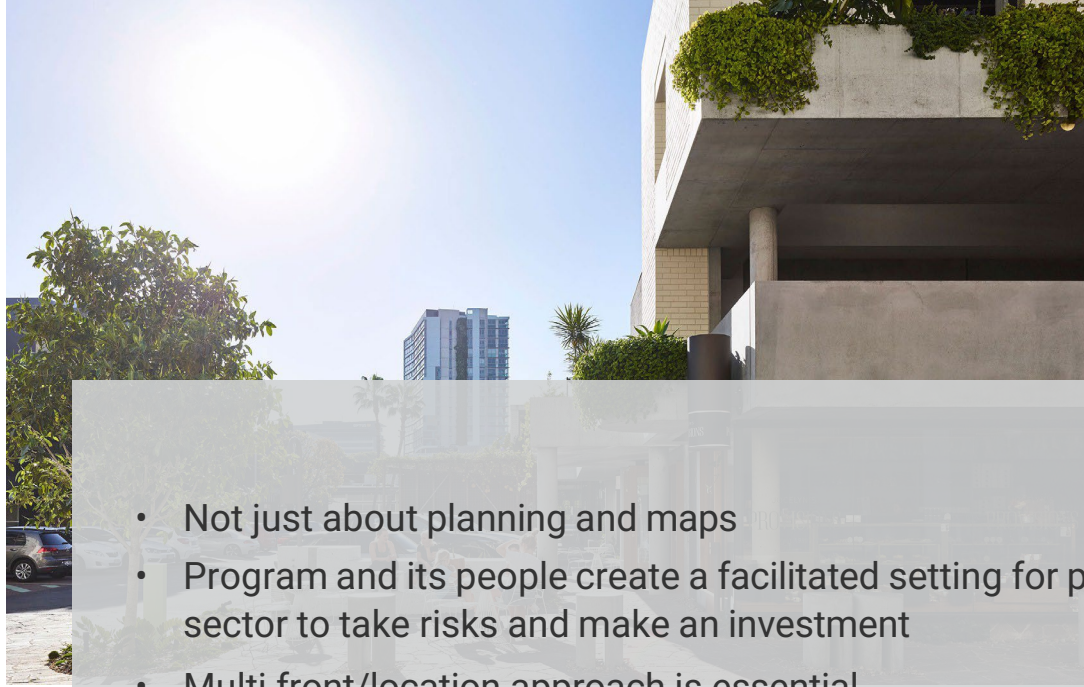
## BEST BITS

- Purposeful review of productive land contribution vs future capacity (Economic value add)
- Appetite for true mixed use environments
- Rezoning of marginal industrial areas

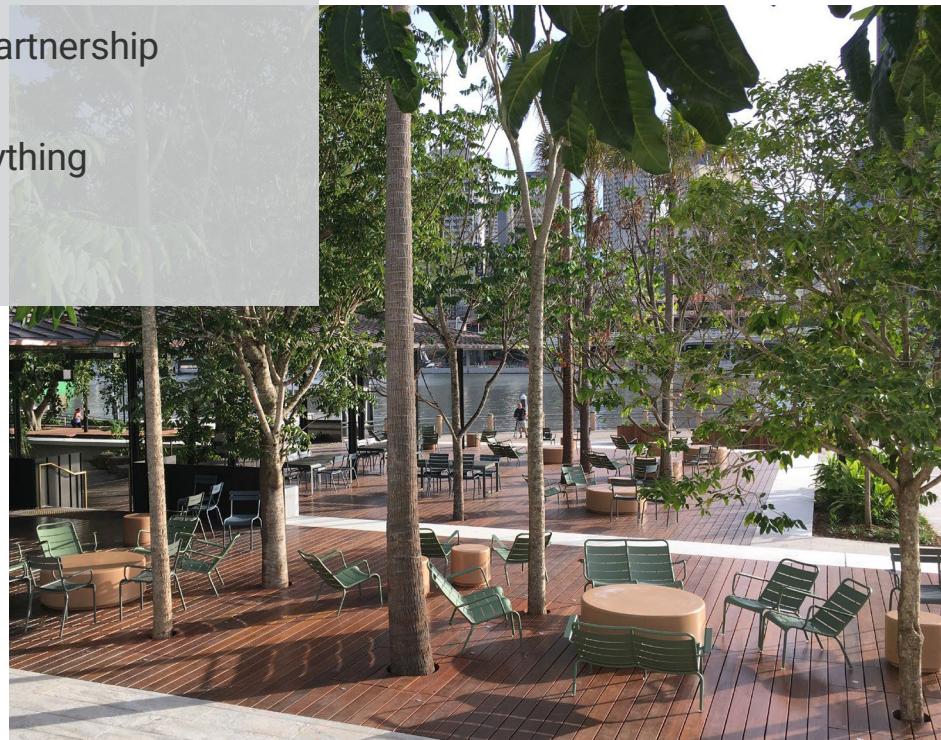
## COULD HAVE BEEN BETTER

- Too slow to action certain recommendations
- Arguably could have been more transition sites
- For many supporting precinct scale renewal work still isn't done



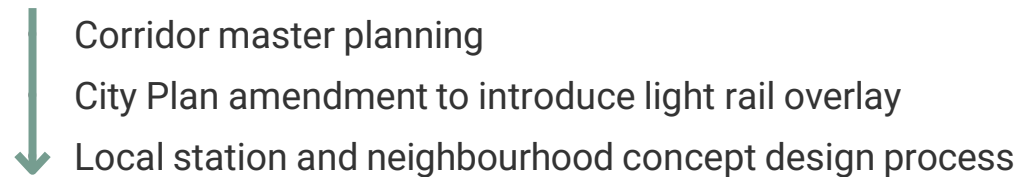


- Not just about planning and maps
- Program and its people create a facilitated setting for private sector to take risks and make an investment
- Multi front/location approach is essential
- Opportunities where public and private sector partnership prospects are established are important
- Plans without project prospects don't renew anything



# GOLD COAST NEIGHBOURHOOD FRAMEWORK PLANS

- Finer grain, local scale targeted neighbourhood renewal projects
- Built upon light rail corridor work which evolved in scale and purpose:

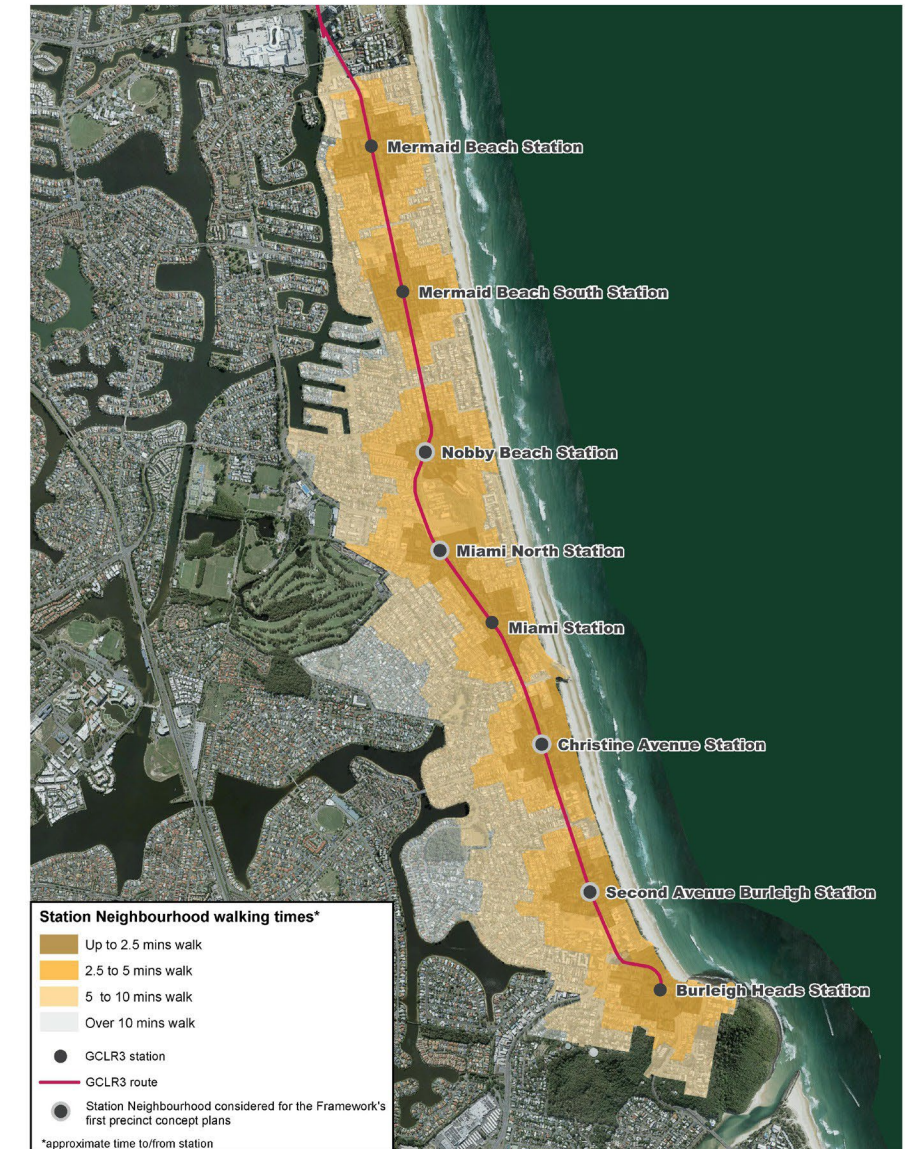


## NOT EVERYWHERE ON THE GC WANTS TO BE SURFERS PARADISE

- Broadbeach to Burleigh Heads corridor
- Christine Ave and Second Ave
- Nobby Beach
- Maimi North

### Broadbeach to Burleigh Heads Station Neighbourhoods

The walking times represent the surrounding Station Neighbourhoods for each GCLR3 station.





The coastal village setting and landscape features such as the North Nobby landmark define the Nobby Beach Station Neighbourhood. Central to the area is the neighbourhood centre, which houses a vibrant retail, dining and service destination known for its bustling yet relaxed vibe. Overall, the area's strength lies in the casual and authentic urban beach lifestyle that it offers.

**EXISTING ROLE AND FUNCTION**

Neighbourhood centre	Lifestyle node	Residential
<ul style="list-style-type: none"> <li>Located on eastern side of the Gold Coast Highway</li> <li>Well defined retail, service and commercial mix</li> </ul>	<ul style="list-style-type: none"> <li>Day and night-time economy, established dining precinct</li> <li>Strong connection to the beach and Nobby Beach Surf Life Saving Club</li> </ul>	<ul style="list-style-type: none"> <li>Majority lower density housing forms (east and west) – dwelling houses, duplexes and low-rise apartment blocks</li> </ul>

**Moving forward** – Future planning for the Nobby Beach Station Neighbourhood aligns with the following guiding principles:



**COASTAL ENVIRONS**

- Acknowledging North Nobby as a character landmark of the Station Neighbourhood, and its role in supporting the arrival experience and sense of place for Nobby Beach.
- Promoting the function and local coastal context of the neighbourhood centre and reflecting this in streetscape improvements, while also celebrating the important qualities of the surrounding residential neighbourhood.



**CONNECTED PLACES**

- Better connectivity through Nobby Beach by focusing on improving movement along key east-west routes, with the aim of improving the link between the neighbourhood's residential areas and providing greater accessibility from the west.
- Create a better pedestrian and cycling experience by encouraging quality connections, including green links from the west towards the neighbourhood centre and the beach.



**CORRIDOR ATTRACTORS**

- Support the Nobby Beach neighbourhood centre as the area's retail and dining precinct and vibrant day and night economy that integrates well with the nearby residential areas

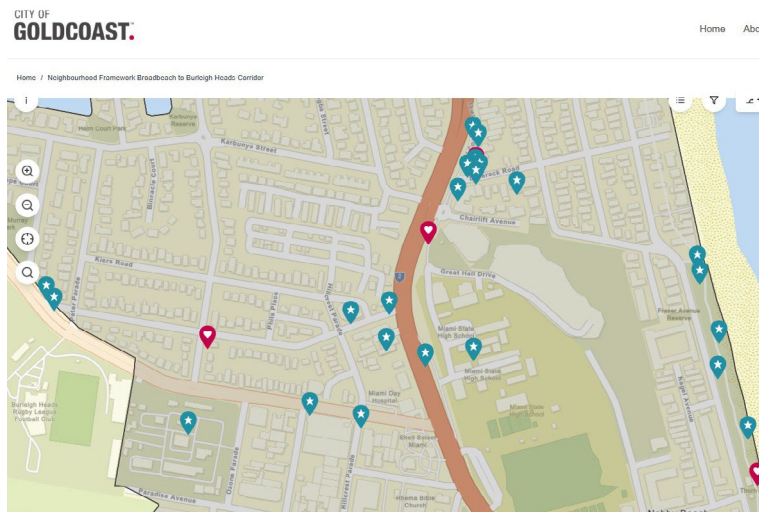
**Maria Flute**  
4 years ago

**My big idea is...**

83 Pacific Avenue, Miami Queensland 4220, Australia

Suggest more retirement accommodation in this area, for those of us who want to stay in the area we have lived in for years, & those who also want to take advantage of the level area, nearby amenities: shops, Pizzey Park with aquatic centre, Bears sporting and social club, and adjacent north and south bound buses, with east-west mooted from Nobbys and/or Miami North.

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**BEST BITS**

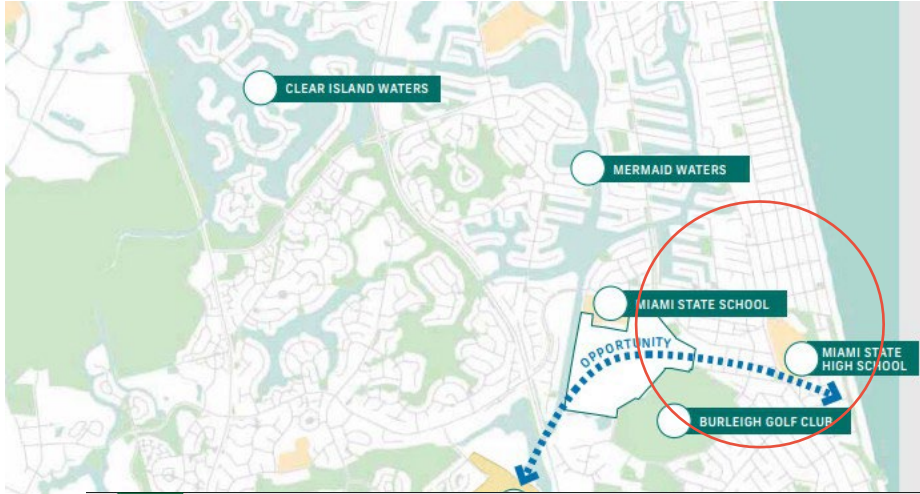
- Simple and easy(er) to manage project area
- Brave community participation in building out the priorities
- City Plan amendments have/are being made

**COULD HAVE BEEN BETTER**

- Much of the detail and design thinking from the process didn't come through in the public version

# PIZZEY PARK

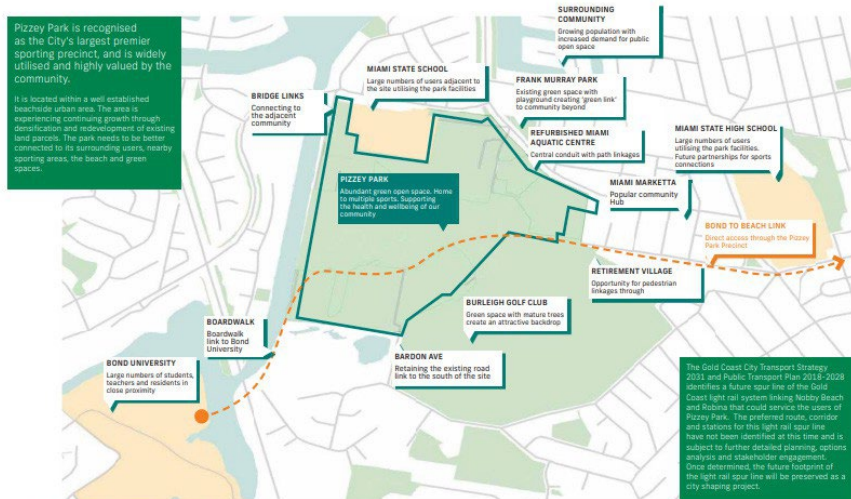
MIGHT SEEM UNRELATED BUT...



## 4.3 Local Connections – Opportunities

Pizzey Park is recognised as the City's largest premier sporting precinct, and is widely utilised and highly valued by the community.

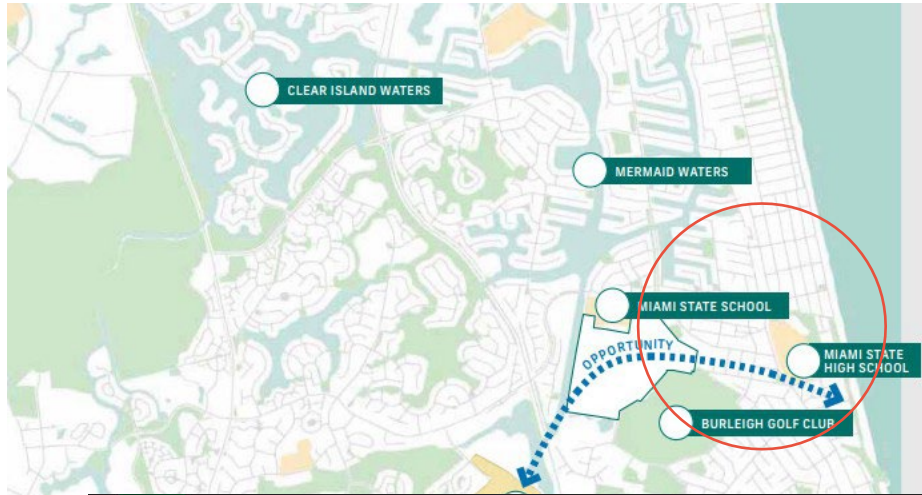
It is located within a well established beachside urban area. The area is experiencing continuing growth through identification and redevelopment of existing land parcels. The park needs to be better connected to its surrounding areas, nearby sporting areas, the beach and green spaces.



PRIORITY PROJECT	STATUS
1. <a href="#">Skate park extension</a>	Completed 2022
2. Rugby Union car park renewal	Completed 2023
3. New Junior Rugby League changerooms and public amenities	Completed 2025
4. <a href="#">Pump track</a>	Completed 2024
5. Junior Rugby League field expansion and Southern Sporting Precinct (athletics and football clubs) expansion	Currently in design Construction to start 2026
6. The HUB and main entry will create a community celebration zone suitable for events	Currently in design Construction to start 2027
7. The Rugby Union field rectification	Currently in design Construction to start 2027
8. Recreational space renewal & upgrade	Currently in design Construction to start 2030

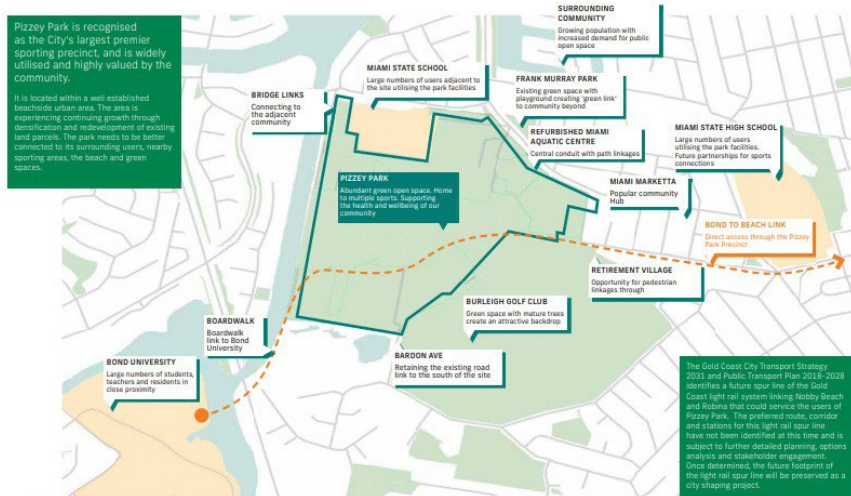
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- Major investment and progress in supporting neighbourhoods under renewal
- Key outcome from engagement on frameworks
- Pizzey master plan and engagement followed shortly after
- Staged delivery underway
- 10+ year improvement horizon

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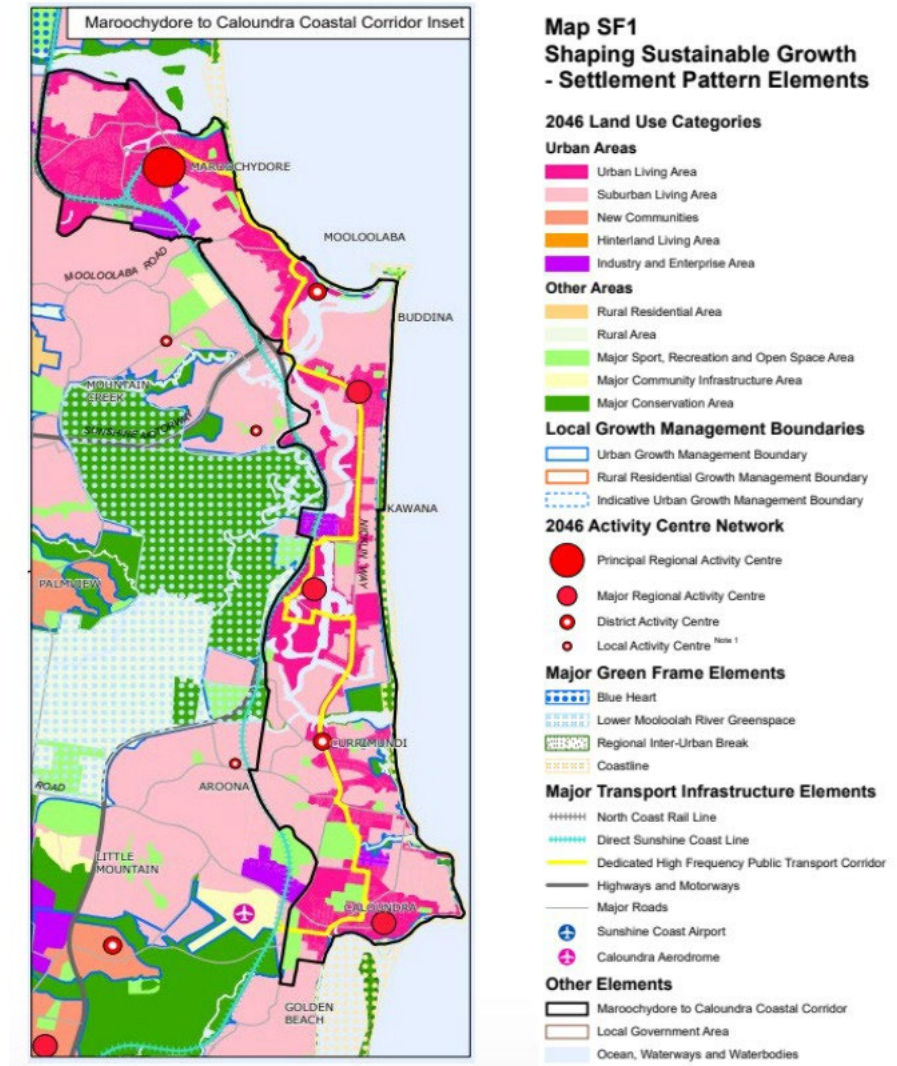
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# SUNSHINE COAST CONTEXT

- Coastal Corridor and Urban Living Area key foundations
- Q on interface/transition to Suburban Living Area. Are all suburban outcomes equal LGA wide?
- Draft scheme provisions for Local Area Plans
- Construct of the scheme and renewal style local planning framework being established
- Q on accompanying facilitation settings?



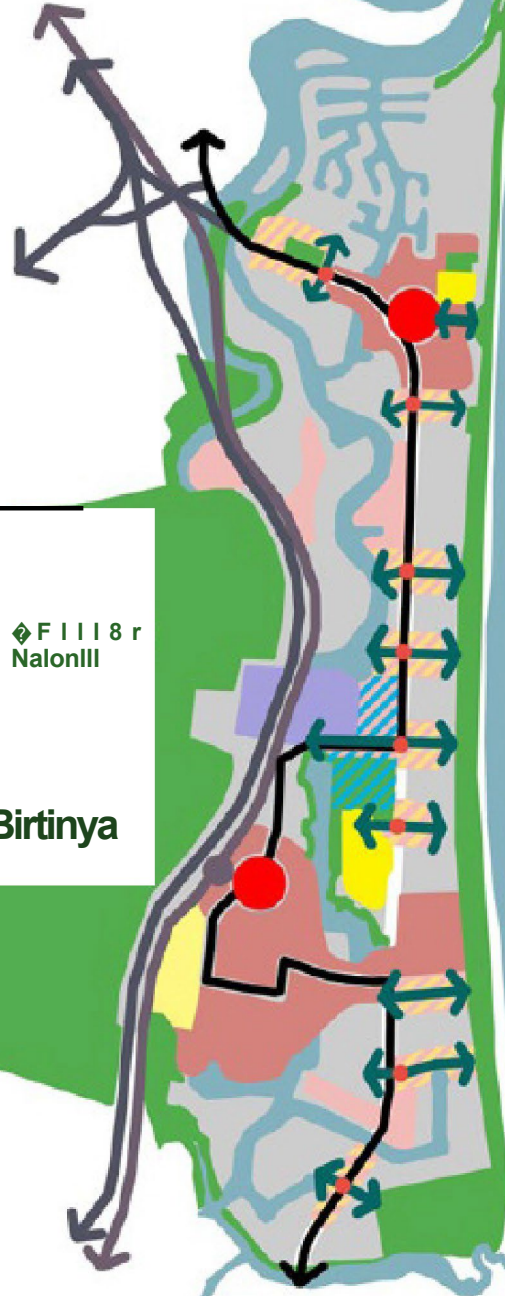
# Coastal Corridor Urban Structure Kawana

Buddina

**Key.**

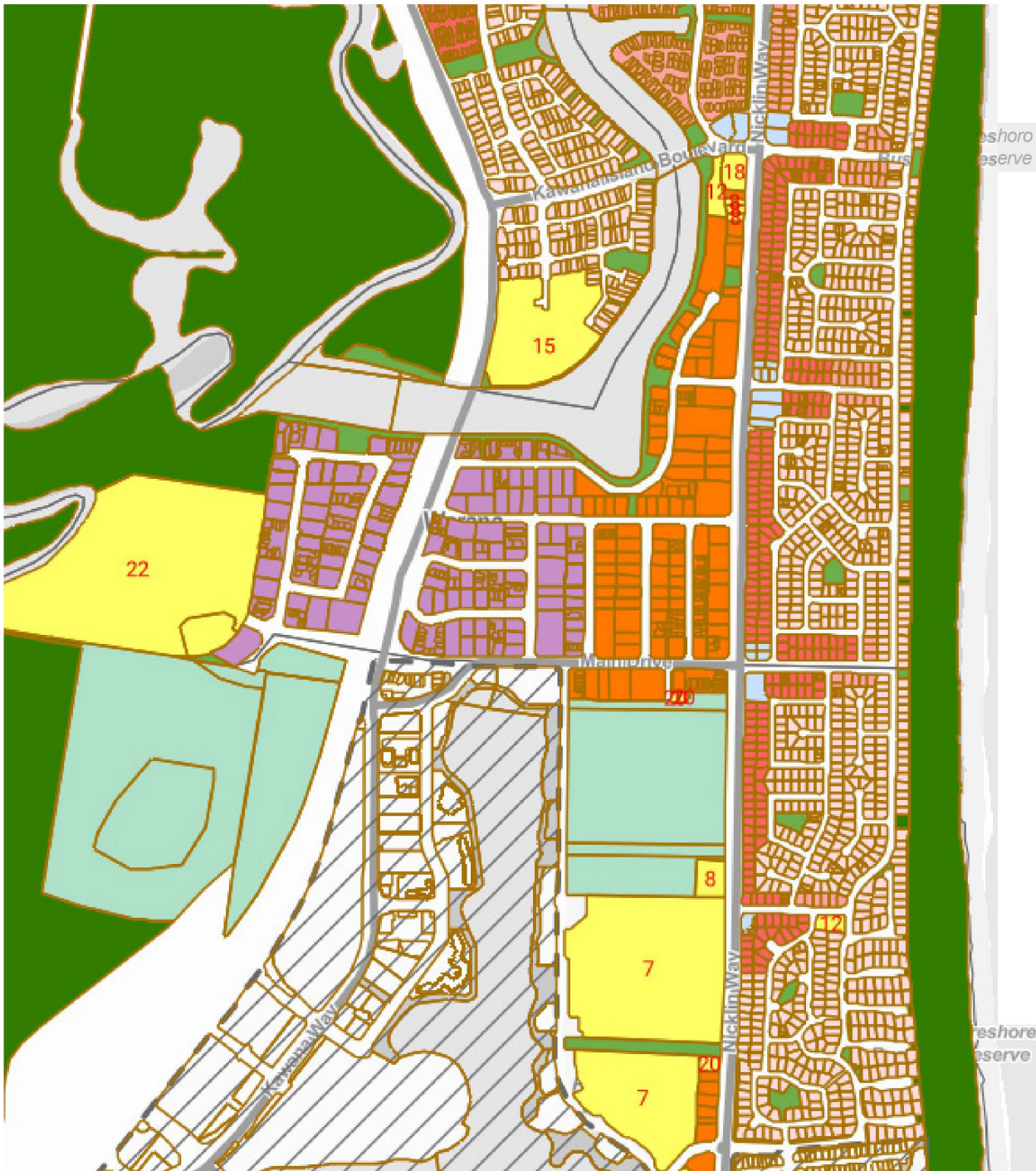
- Major Activity Centres
- Neighbourhood Centres
- Urban Villages
- Educational Facilities
- Proposed Sunshine-Motorway Alignment

Wurtulla



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# Coastal Corridor Urban Structure Kawana

Buddina

**Key.**

- Major Jetties
- New Housing Precincts
- New Housing Precincts
- Neighbourhoods
- Urban Villages
- Key Places
- Kawana 50
- Kawana 10
- Industry & Employment Area
- Open Space / Recreation
- Education
- Proposed 1
- Proposed 2
- Proposed Sunshine Motorway Alignment

- Warana mixed use key and present opportunity
- Precinct of scale but 'non planning' challenges to overcome
- Land amalgamation potential and ownership patterns
- Owner interest and capacity in renewal developments (ie change and \$)
- Committed investments to enhance services and amenity within the area

Wurtulla



# PLANNED AND AMBITIOUS URBAN AND INDUSTRIAL RENEWAL

- And's are important
- So is the facilitation step no one tends to talk about
- It's been done before, pick up the best bits
- There are lessons to learn but we have had a lot of success in SEQ and this a key opportunity for the Sunshine Coast

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THANK YOU.



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