

The Future of our CBD

Serving a rapidly growing economy, Townsville's CBD is the natural heart of North Queensland. Home to more than 1,100 businesses and 14,000 employees, the CBD contributes over \$1 billion annually to the economy of the North.

With more than \$2.5 billion in development, the revitalisation of the CBD is underway. Within the decade the CBD will be transformed with significant new residential, retail, hospitality and cultural development.

At the heart of the CBD, historic Flinders Street has remained the centrepiece of the region for over 140 years. During this time it has evolved from a dirt track, to the city's main street retail precinct, to its current form as a pedestrian mall. In late 2008 Flinders Street will evolve once more as the Mall is opened up and "calm" traffic is reintroduced. This major upgrade will be the catalyst for the \$260 million Flinders Plaza development that will see Flinders Street retake the mantle as the retail centrepiece of North Queensland.

Townsville's centre of fine dining, the Palmer Street precinct, will continue to develop with nearly \$215 million currently being invested in new projects. Linking Palmer Street with a revitalised Flinders Street East is a new pedestrian bridge crossing Ross Creek that will enhance the connectivity of the regions entertainment and leisure precinct.

On the edge of the CBD the former rail yards are being transformed with a \$350 million lifestyle village under construction within the old north yards. Queensland Rail has recently released the larger southern precinct with significant developer interest shown. Linking these areas with Reid Park, and again bringing the focus back to the waterfront, will be a pedestrian bridge crossing Ross Creek.

Townsville's enthusiasm for hosting sporting events and teams is renowned. The people of Townsville love their sport and sporting events are a key feature of the lifestyle of North Queensland. In 2009 the city's sporting profile will be propelled nationally as the inaugural Townsville round of the V8 Super Cars is held. To accommodate the event, a street circuit will be constructed around Reid Park, which will become a multi-use facility complete with the new City Arts Hub, public amphitheatres and vocational training facilities.

Connecting the city, from east to west, will be continuous waterfront walkways linking the former rail yards and Reid Park with Palmer Street, the Breakwater and the Strand. These walkways will bring the focus of the city back to its waterfront heritage and provide the ability to quickly and easily move between home, work, dining and leisure facilities.

With a focus on people, Townsville's CBD is a dynamic and fresh place to live, work and play. Townsville's new CBD: New Look – New Life – New Era.



Artist's impression of Townsville's CBD revitalisation



Townsville's CBD - 2007