Townsville’s CBD
Opening Statement

With its diverse industry and attractive lifestyle, Townsville has great potential for sustained economic and population growth.

Townsville’s CBD will be a major focus of this growth, and the city’s vision is for the CBD to become a hub for more than 30,000 workers and residents by 2030.

For its part, the Queensland Government has identified Townsville’s potential to grow as a ‘second capital’ for the state. Already, more than 110,000 shoppers, workers and tourists visit Townsville’s CBD every week.

Townsville City Council, Townsville Enterprise Limited and the Townsville Chamber of Commerce share a common commitment to providing the best conditions to help new investors become part of evolution of Northern Australia’s largest city centre.

Specifically, Townsville City Council can provide planning assistance, information and a range of development incentives for new investors in Townsville’s CBD.
With 5,000 new residents each year, Townsville is home to more than 190,000 people and is the largest regional centre in Queensland.
1. Introduction

Townsville is located 1,200 kilometres north of Brisbane and has the strategic advantage of being placed approximately midway between Mackay and Cairns.

With 5,000 new residents each year, Townsville is home to more than 190,000 people and is the largest regional centre in Queensland. Strong growth over the past decade has confirmed the city’s status as the administrative capital of northern Australia.

Townsville’s CBD will be the significant driver of future economic and population growth for Townsville. Council’s vision for the area is to see it develop as the premier central business district of northern Australia, and a home for a working and residential population of more than 30,000 people by 2030.

Townsville’s CBD provides a location from which business will derive the greatest benefit from the city’s lifestyle, services and civic growth.

These benefits include:

- compatible planning and regulatory frameworks
- superior access to social and commercial services
- superior parking and public transport
- heightened corporate image and community profile.

Every week, Townsville’s CBD is used by more than 110,000 people for business, retail and leisure purposes. Users include the city’s workers, business people, residents, visitors and students.

Townsville City Council has an investment program and range of incentives to help new businesses become part of the evolution of Flinders Street and Townsville’s CBD.

Townsville’s size and lifestyle continues to attract services and staff from the State and Commonwealth government sectors.

Government forecasts predict that Townsville will be the fastest growing centre in regional Queensland over the next twenty years. Townsville is projected to become a city of more than 300,000 people by 2031.
2. Townsville – The Growth Centre of Northern Australia

As the largest regional centre in Queensland, Townsville’s strong growth over the past decade has confirmed the city’s status as the administrative and commercial capital of northern Australia.

Since 2005, for instance, Townsville’s diverse economy has grown at an average rate of 10 per cent per annum, which is roughly two per cent more than Queensland’s average performance.

Queensland Government forecasts predict that Townsville will be the state’s fastest growing region, outside of South East Queensland, over the next twenty years. By 2030, Townsville will be a city of 300,000 people.

Townsville’s growth and lifestyle potential are increasingly attracting the attention of State and Commonwealth government policy makers, with the city identified as a key part in resolving population growth in other parts of the nation.

Townsville’s CBD will be the significant driver of the city’s economic and population growth. Leading demographer, Bernard Salt, forecasts that the population of the CBD is set to double over the next 15 years.

Income levels of Townsville’s inner city residents are reflecting the CBD’s vitality. From 1996 to 2006, the CBD median household income increased by 130 per cent, from $36,348 to $83,460. (Bernard Salt, KPMG, 2010)

For business operators and investors, Townsville’s CBD provides the location from which to harness the benefits of the city’s lifestyle, services and strong growth. These benefits include:

- supportive planning initiatives
- superior social and commercial services
- superior parking and public transport
- targeted incentives and development assistance.
3. Planning for CBD Development

Townsville City Council is working with the city’s CBD Taskforce on a visionary master plan that would see an extra 20,000 people living and working in the CBD by 2030.

The Townsville CBD Master Plan will guide development in Townsville’s CBD over the next two decades, and inform Townsville’s new Planning Scheme.

The CBD Master Plan articulates a compelling vision and a clear plan for implementation that guides future development and strategic investment in Townsville’s CBD, reinforcing its role as the ‘capital’ of North Queensland. The objectives of the Townsville CBD Master Plan are to:

- identify major transport and infrastructure investment required to unlock the latent development potential of the city centre
- become an exemplar for sustainable urban living in the tropics
- leverage the economic success of the region for wider community benefit and as a catalyst to further change and investment into the city centre
- meaningfully engage key stakeholders and empower them to influence the development of their city centre
- inform statutory planning processes.

Townsville has a long-established role as the commercial and government heart of North Queensland, and there are currently more than $2 billion in projects that have been proposed, approved or recently constructed in the CBD.

**Major projects include:**

**Port of Townsville Expansion.** This $1.6 billion project will include a $140 million Inner Harbour Expansion Project, with State and Federal Government support, to deliver a new deep water outer harbour and construct defence, cruise and general cargo facilities. Other features of the Port of Townsville expansion are an additional six vessel berths and extensive new infrastructure and services development to meet projected growth in demand to beyond 30 million tonnes by 2030.

**The Port Eastern Access Corridor.** The Port Access Road will enable freight access to the Port of Townsville from the east of Ross River, avoiding the city and residential areas and allowing road trains direct access to the Port precinct.

**Townsville Marine Precinct.** This $110 million extension of the Port of Townsville is designed to accommodate a world-class facility for marine-related businesses, catering for a wide range of commercial, scientific and recreational users.
Flinders Street Redevelopment. Opening in 2011, this $57 million project rejuvenates the CBD’s main retail precinct by opening a landscaped, slow traffic boulevard along Flinders Street, with an adjoining public square providing waterfront access to Ross Creek.

Townsville Convention Centre. At an expected cost of $143 million, this project would deliver a new convention, exhibition and entertainment facility capable of handling conventions up to 1500 delegates.

The Ring Road. The Federal Government recently confirmed funding of $160 million to construct Stage 4 of the Townsville Ring Road and complete the major bypass of the inner metropolitan area through a four-lane highway link from the south of the city to the north. The new Ring Road stage will significantly reduce travel times and improve freight efficiency.

Jezzine Barracks. The $40 million redevelopment of the 18 ha site of the former Jezzine Barracks, at the northern end of Townsville’s Strand foreshore, aims to preserve and interpret the rich military and indigenous history of the area, while providing a major recreation and tourism precinct for the city.

National Broadband Network. Townsville was chosen as one of the five Australian first release sites for the National Broadband Network (NBN) rollout, connecting approximately 3100 premises to the network. The city is also a second release site, opening further opportunities for the rapid application of digital technology.

Defence (3 RAR). In January 2012, 3 RAR will move to Lavarack Barracks in Townsville, relocating more than 750 soldiers and their dependants. This will take the number of Defence Force personnel in Townsville to over 6500.

CopperString Project. The $1 billion CopperString project is a private sector initiative proposing the construction of about 1028km of transmission line between Townsville and North West Queensland, connecting into the National Grid near Cloncurry.

Major Residential & Commercial Developments:

South Bank Development. This Leighton Properties and Devine project is located at the old Townsville rail yards on the south side of Ross Creek. The site encompasses 130,000 square metres of available floor space, with the potential for over 1,100 dwellings.

420 on Flinders Street. This 16 storey tower is being developed by Lancini Constructions and features over 10,000sqm of commercial office floor space and 234 onsite car parks.

Verde. Located on Sturt Street adjacent to the police station, this $80 million development by Sterling Securities proposes the construction of a 12 storey ‘eco’ tower with 11,000sqm of commercial office floor space.

Central. This mixed use residential, retail and commercial development links Flinders Street West with Ross Creek. The completed development will incorporate restaurants, commercial, office and retail space along with private and public recreation areas.
4. Social and Commercial Services

Townsville's CBD offers a high degree of amenity. There is over 60,000sqm of retail shopping including two supermarkets, cafes, restaurants, gyms and hairdressers.

Townsville's CBD is also the region’s focal point for professional services. It is home to a large number of consulting, legal, accounting and business services firms.

**Services available in a 500 metre radius of the CBD**

**Retail, Commercial and General Amenities**

The CBD is a diverse retail, service and amenities hub including: the redeveloped Flinders Street; major banks; State and Commonwealth Government Offices; and financial, legal, accounting and business consultant services.

**Accommodation**

There is a diverse range of budget and quality short-term and hotel accommodation offering more than 1000 beds - the range includes: Rydges, Holiday Inn, Grand Mercure, Oaks Gateway and Quest Apartments.

**Dining**

Townsville is fortunate to have many options to ensure great dining experiences including fine dining, a casual meal at a cool cafe, or a quick takeaway – all to be enjoyed indoors or al fresco to really appreciate the balmy tropical weather.

**Recreation and Parkland**

Townsville's CBD has an extensive range of cultural facilities and parkland, for recreation, exercise and lunchtime relaxation. These include cinemas, Reef HQ, Museum of Tropical Queensland, Cultural Centre, Perc Tucker Gallery, The Strand, and riverside walkways.
“Townsville is unlike any other city in Australia. No city of comparable size (Cairns and Hobart are closest in scale) have quite the connection into the future prosperity of the Australian nation as does Townsville.”
(Bernard Salt, KPMG, 2010)

“Many in the property industry see Townsville not just as a growing region, but a maturing investment destination ... The Townsville region is certainly in the sights of many national and international investors.”
(Property Council of Australia, 2010)

“Townsville is a great ... example of what can be achieved in a regional centre. Townsville has a diversified economy, good infrastructure and is reaping the rewards through economic growth and jobs creation.”
(Hon Simon Crean MP, 2010)
5. Parking and Public Transport

Parked

Townsville’s CBD presently has a total of 4,000 private and public spaces. These incorporate both short and long term parking.

Townsville City Council is also developing a CBD parking plan that will integrate new parking facilities with public transport services and pedestrian pathways. It will have a focus on exploiting long-term parking facilities located on the CBD fringe, such as the Dean Street Car Park in South Townsville.

Dean Street Car Park is the CBD’s largest long-term parking facility with 700 spaces. Served by shuttle buses, it has ample scope for future demand, with a current operating capacity of 40-50 percent. Dean Street Car Park also has the capacity to expand to 1,000 spaces.

New city fringe facilities are located at Eyre Street in North Ward and at Flinders Street West.

The Eyre Street facility provides more than 200 long term spaces, while 350 spaces are provided at Flinders Street West.

A number of CBD retail developments will also include additional parking spaces and, although targeted at retail customers, they will improve the CBD’s overall parking capacity.

Public Transport

Townsville’s CBD is the public transport hub for the broader city area. There are over 2,400 weekly bus services linking the CBD to Townsville’s suburbs.
6. Development Incentives for Townsville’s CBD

Townsville City Council is prioritising the CBD opportunities for new businesses and investors by creating a range of assistance and incentive programs.

In particular, the CBD Development Incentives Program includes:

- resources dedicated to streamlining the development approvals process
- relaxation of allowable works construction hours
- assistance with road/footpath closure approvals
- waiving of development application fees and charges for applicable projects
- relaxed car parking requirements
- exemption from rates and utilities charges during construction
- concessions on headworks contributions.

Townsville’s vibrant and growing CBD is being supported by the $57 million redevelopment of its central thoroughfare along Flinders Street, creating a unique shopping space with broad tree-lined pavements and a new public square.

With a dedicated Economic Development Unit, Townsville City Council is happy to liaise with potential investors to discuss business opportunities and provide assistance on town planning advice.

Our goal is that Townsville remains a great place to work and do business.
Townsville’s CBD

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