



Townsville



Wickham Street Bridge and Connection Project

TOWNSVILLE CITY COUNCIL



FUNDING SUBMISSION



Wickham Street Bridge and Connection Project



Townsville City Council is seeking Federal funding of \$26.7 million for a landmark revitalisation initiative.

The Wickham Street Bridge and Connection Project will open up new pedestrian pathways across Ross Creek, reinvigorating community engagement with Townsville's premier shopping and entertainment precincts.

It is a city-making project that lays the groundwork for events, investment and the continued growth of Townsville's CBD.



Table of Contents

Activating Northern Australia's CBD	3
A New Bridge and Thoroughfare	4
A Pathway to Community Engagement	6
A Pathway to Regional Growth	7
Project Cost	8
Project Timing	8
Project Funding	8



Activating Northern Australia's CBD

Wickham Street is a site with the rare potential to transform CBD activity in a major Australian city.

It is the only direct visual and physical link between Townsville's city centre and its ocean shorefront.

It is the key to connecting the entertainment and commercial precincts of Townsville's city heart, unlocking a new pathway to greater pedestrian movement, visitation and investment.

Despite having outstanding architecture, Wickham Street suffers from narrow footpaths and heavy traffic. It is more a motorway than a pedestrian boulevard.

Townsville City Council has devised a revitalisation strategy that will turn Wickham Street into a new activity spine.

Street scaping and calmed traffic will create an outdoor dining thoroughfare, while a pedestrian bridge will link The Strand foreshore and Flinders Street to the renowned Palmer Street hotel and restaurant strip.

The Wickham Street Project is an important step in sustaining the growth of Townsville's CBD, the largest commercial hub in Northern Australia.

“Townsville is unlike any other city in Australia. No city of comparable size has quite the connection into the future prosperity of the Australian nation as does Townsville. Inner city growth is likely to transform CBD services and retail over the next decade.”

(Bernard Salt, KPMG, 2010)

Wickham Street Bridge and Connection Project



A New Bridge and Thoroughfare

A revitalised Wickham Street can assume a new role as a spine of pedestrian movement and visitor activity – bringing people from The Strand foreshore through to Flinders Street and onto Palmer Street.

It can link and strengthen all of the destination experiences that Townsville's city centre has to offer: shopping, dining, nightlife and seafront recreation.

The revitalisation project has two core elements:

- 1 » a pedestrian and cycling bridge across Ross Creek from Wickham Street to Plume Street; and
- 2 » street scaping along Wickham Street to create a safe pedestrian link and alfresco dining areas.

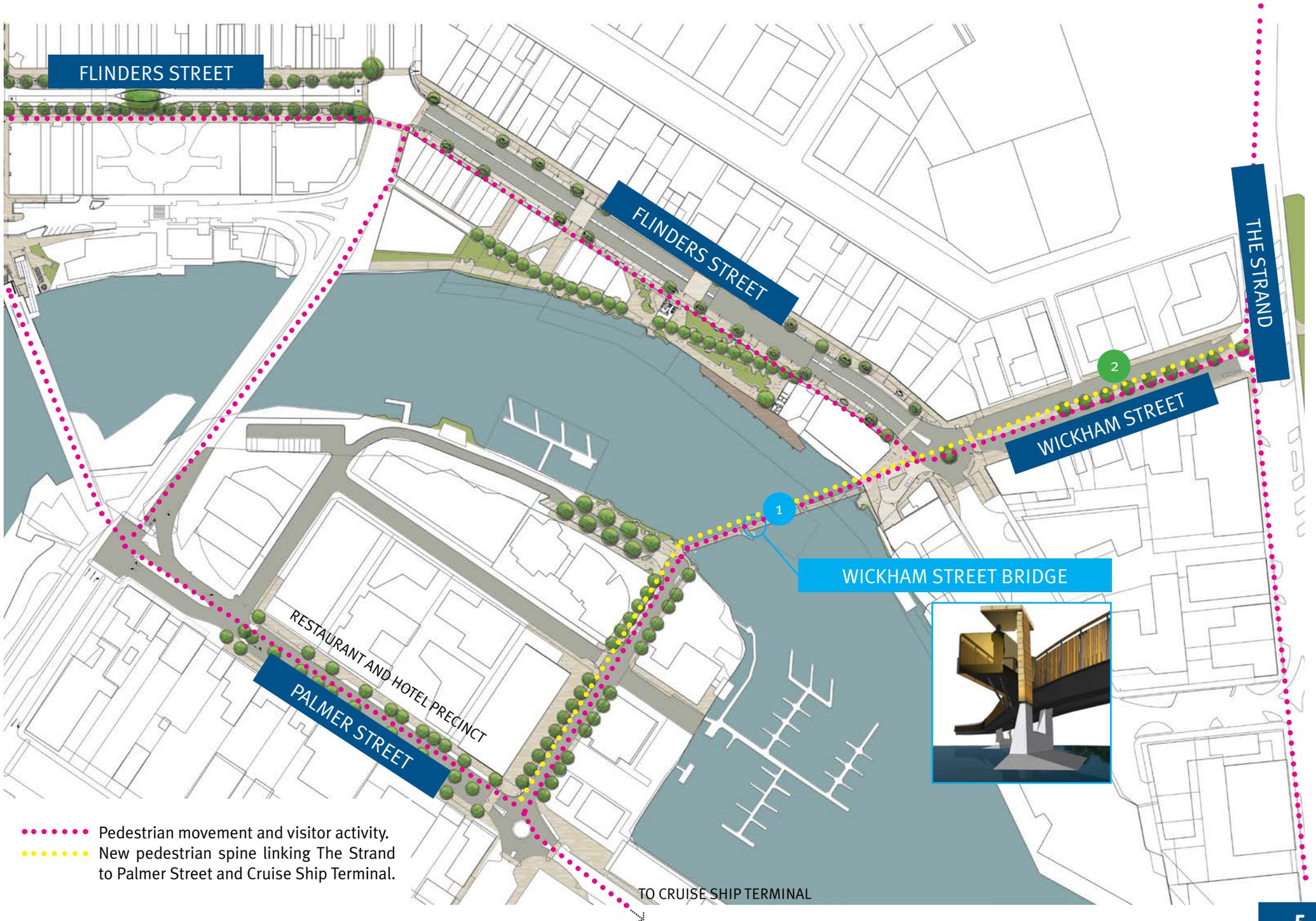
The Wickham Street Bridge

- » Access for cyclist and pedestrians
- » Local building materials and artwork
- » Pause points and viewing decks taking in Castle Hill, Ross Creek and Flinders Street
- » Ambient safety lighting
- » Two-three metre clearance above high water mark



The Wickham Street Thoroughfare

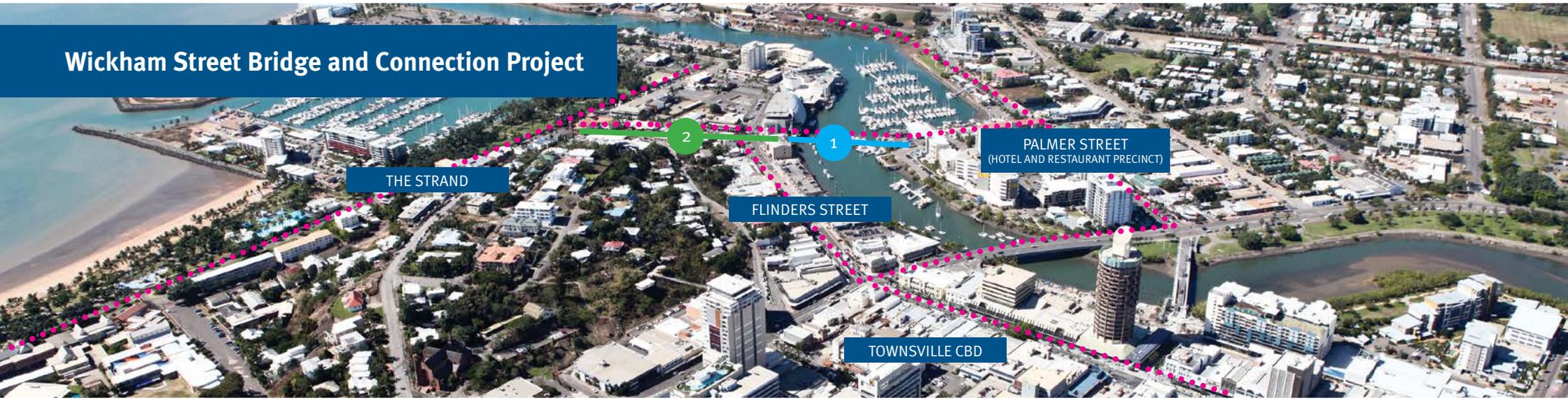
- » Two-way calmed traffic
- » Widened footpaths (6.5 metres) for alfresco dining
- » Dedicated cycling lanes
- » CCTV, street furniture and lighting to match the Flinders Street redevelopment palette
- » Native shade tree planting
- » Signage and focal point structures at key intersections to enhance sightlines



- Pedestrian movement and visitor activity.
- New pedestrian spine linking The Strand to Palmer Street and Cruise Ship Terminal.

TO CRUISE SHIP TERMINAL

Wickham Street Bridge and Connection Project



..... Pedestrian movement, tourism precincts and visitor activity.

1 — The Wickham Street Bridge 2 — The Wickham Street Thoroughfare

A Pathway to Community Engagement

The Wickham Street Bridge and Connection Project brings life and activity to Townsville’s CBD precincts.

Higher levels of walk-through traffic and visitation, in turn, provide the right conditions for increased retail spending, entertainment, events and community ownership.

The revitalisation transforms Wickham Street into both a destination and a pathway to richer CBD experiences.

The Strand – Townsville’s outstanding oceanfront asset – is no longer isolated from the city centre.

Flinders Street East and Palmer Street – the vibrant night club and dining precincts of Townsville’s CBD – are joined by the new bridge from Wickham Street to Plume Street.

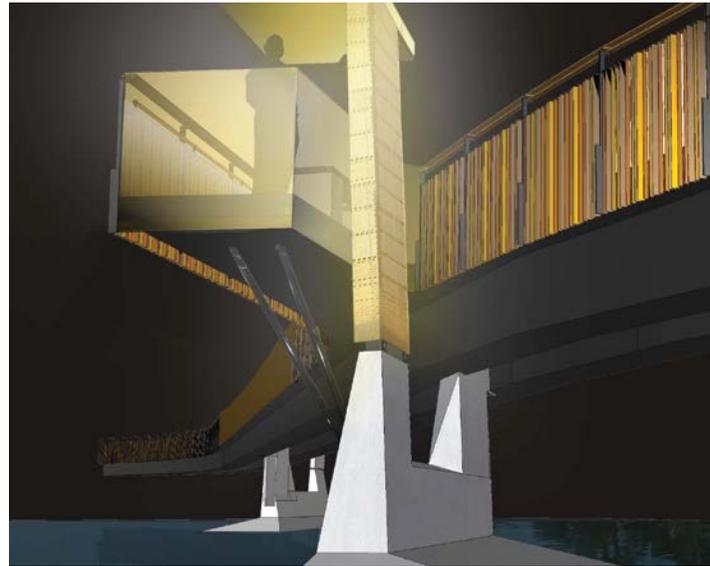
A continuous pedestrian circuit of CBD movement is established: from the heart of Flinders Street, across Victoria Bridge, along Palmer Street and back across the new Wickham Street Bridge to Flinders Street East.

By facilitating a vibrant, walkable network of entertainment and activity, the Wickham Street Bridge and Connection Project renews engagement with the CBD’s unique landscape and attractions.

It supports the development of Townsville’s city centre as a destination of international standing.

Every week more than 25,000 locals and tourists visit The Strand.

Townsville’s CBD captures 70% of all tourism and visitor spending in North Queensland.



A Pathway to Regional Growth

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

Townsville's CBD continues to be a major focus of this growth and is established as one of Northern Australia's most strategic gateways to the Asia Pacific.

The new Townsville CBD Master Plan sets out a vision for the city centre to become a hub for more than 30,000 workers and residents by 2030.

The Wickham Street Bridge and Connection Project has been identified as a key city building project to realise this vision.

The project is a catalyst for further revitalisation and investment in Townsville's CBD, supporting its role as the region's principal commercial and activity centre.

An estimated 110,000 shoppers, workers and tourists visit Townsville's CBD every week.

Leading demographer, Bernard Salt, forecasts that the population of Townsville's CBD will experience a 300% increase in residents by 2026.

Wickham Street Bridge and Connection Project

Project Cost

The estimated cost of the Wickham Street Bridge and Connection Project is \$26.7 million.

Individual costings are:

Wickham Street Bridge	\$20,000,000
Wickham Street Redevelopment	\$6,700,000
Total	\$26,700,000

(source TCC)

Project Timing

Subject to funding, the Wickham Street Bridge and Connection Project will take 18 months to complete.

Project Funding

Townsville City Council is requesting funding assistance of \$26.7 million from the Federal Government to realise the Wickham Street Bridge and Connection Project.

The funding would represent an important investment in community and city-building infrastructure, supporting the growth of Northern Australia's largest commercial hub.

For further information please contact:

David Lynch
Manager
Economic Development and Strategic Projects
Townsville City Council

P 07 4727 9401
F 07 4727 9053
M 0428 730 626
E david.lynch@townsville.qld.gov.au
W www.townsville.qld.gov.au

