



TOWNSVILLE CBD TASKFORCE

CBD SHOP
295 FLINDERS STREET MALL
TOWNSVILLE

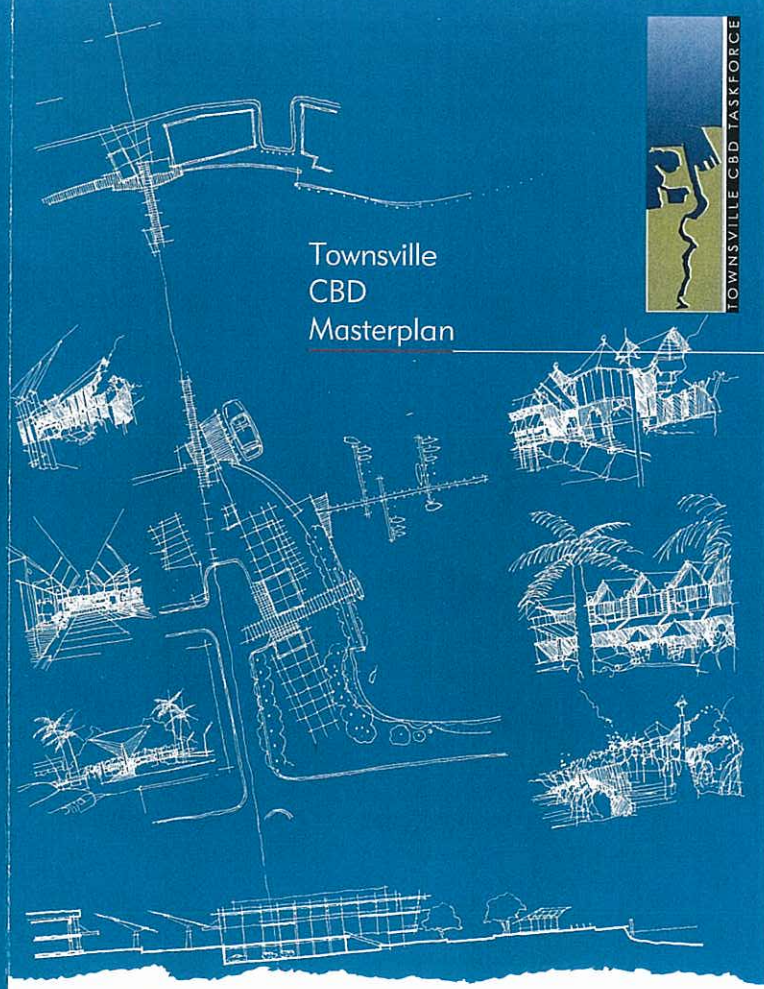
Hours: Tuesday and Thursday 10am - 2pm

CBD TASKFORCE

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Townsville
CBD
Masterplan



TOWNSVILLE CBD TASKFORCE

leisure working living leisure

working living leisure working

VISION

- Revitalise inner city together with the harbour and Strand precincts
- A unique identity focusing on water frontages and heritage
- A new inner city living, working and leisure environment
- A new community focus for the Townsville region;
- Infrastructure to attract international tourism;
- Employment growth for the Townsville region.

OBJECTIVES

- Correct urban decay in the Townsville inner city;
- Revitalise Townsville inner city as the hub of the region;
- Create a platform for regional, national and international business opportunities;
- Create contemporary lifestyles for the Townsville and tourist communities;
- Promote cultural and social amenity;
- Enhance the heritage values of the Townsville inner city.

STRATEGIES

- Regional, national and international opportunities in fields of education, health, defence, mineral processing, public administration, tourism and maritime industries.
- Focus on the arts, entertainment, sport and recreation as important elements of the community life;
- Reorientate surplus government and obsolete private landholdings.
- Create joint venture partnerships between the public and private sectors;
- Proactive marketing of Townsville region and inner city.



living working leisure living working living leisure working living

THE VISION

The Townsville CBD is coming back to life as more and more people are moving into the city to live, to work and to enjoy a new tropical lifestyle. The spectacular Strand, historic Flinders Street East, Palmer Street restaurants and the new museum already offer residents and visitors world class facilities. The arts and technology play key roles in the new city lifestyle where it is easy to move between home and work without using your car. State of the art information and library services are within easy reach of work or home at the Knowledge Centre. The variety of shops, restaurants and entertainment venues will meet most needs and desires. The Townsville CBD will meet the challenges of a changing society and economy with a special emphasis on caring for and improving the natural environment.

THE PLAN

- Establishment of the Townsville CBD Task Force to enhance the assets, address the liabilities and develop proposals
- A Central City district plan in the new Townsville City Planning Scheme.
- Development of a CBD Masterplan
- Define three precincts - Railway, City Centre and Breakwater
- Create new role for the CBD - inner city lifestyle of living, working and leisure
- Improve the natural environment and encourage sustainable practices.

THE PROPOSALS

- Develop redundant railway land
 - New railway station
 - Enhancement of heritage buildings
 - Railway Heritage Museum
 - University Arts Centre
 - Technology Business Park
 - Residential Park
- Revitalise city centre
 - Increase city residential population
 - Pedestrian circuit linking city and southside
 - Knowledge Centre
 - Revitalised Flinders Street
 - Links to The Strand
- Establish Breakwater as the city Gateway
 - Ocean terminal
 - Recreational boating centre
 - Leisure and tourist park

