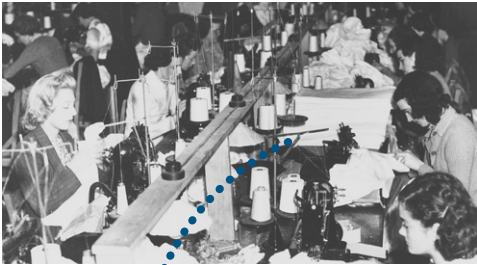


# Salisbury Reimagined



past



present



**A vision for the future**

Prepared by the Suburban Alliance  
with the assistance of:



Tract



# Overview

Early in 2019 The Suburban Alliance identified the Brisbane suburb of Salisbury as a worthwhile candidate **to promote suburban renewal and employment regeneration.**

The Suburban Alliance had already released a case study on the successful renewal of Nundah, and by March had released its proposals for the rejuvenation of Chermside. Both had been positively received across a wide spectrum of interests.

The Nundah outcome and Chermside proposal both relied heavily on addressing transport issues as components of their success. Salisbury is different. Here, the issue is that historic industrial uses and zonings are no longer relevant. Instead of supporting evolution, rigid zoning is holding the area back. Older style saw tooth industrial sheds which once housed thousands of blue collar workers working shoulder to shoulder now house only inefficient storage space, with a skeleton work crew. Employment numbers have shrunk and protection of the historic 'industrial' zoning work against a range of emerging mixed use employment possibilities.

The Suburban Alliance decided to focus policy attention on the planning constraints and placemaking opportunities of Salisbury. Urban Economics was engaged to prepare a report profiling the employment history and landscape. Tract (Town Planning, Urban Design and Landscape Architect Consultants) were engaged to fold this economic report in with a 'master plan' to highlight the opportunities of the area.

This report is the result. It does not pretend to be a definitive view: the intention is simply to focus public, media and urban planning attention on the future of Salisbury and ask **"how can we improve the amenity and employment prospects of the area?"**

The Suburban Alliance hopes that this report stimulates public discussion and that this leads to appropriate planning, infrastructure and private investment decisions which will work together to revitalise this suburban centre.





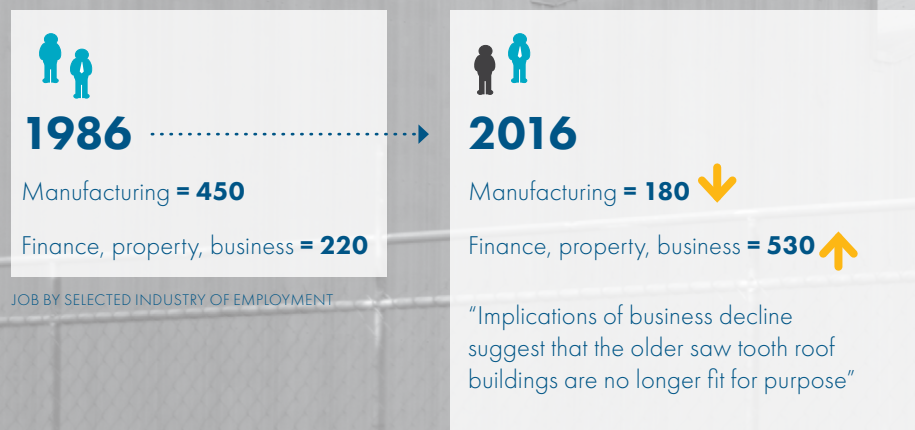
# Historical Context





# Key Trends for Salisbury

**Manufacturing jobs decline, while finance, property and business jobs increase (over 20 years)**

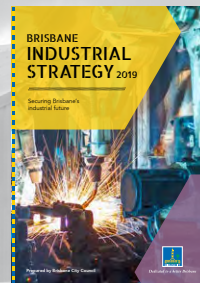


**Decrease in the number of employees per business (over 8 years)**



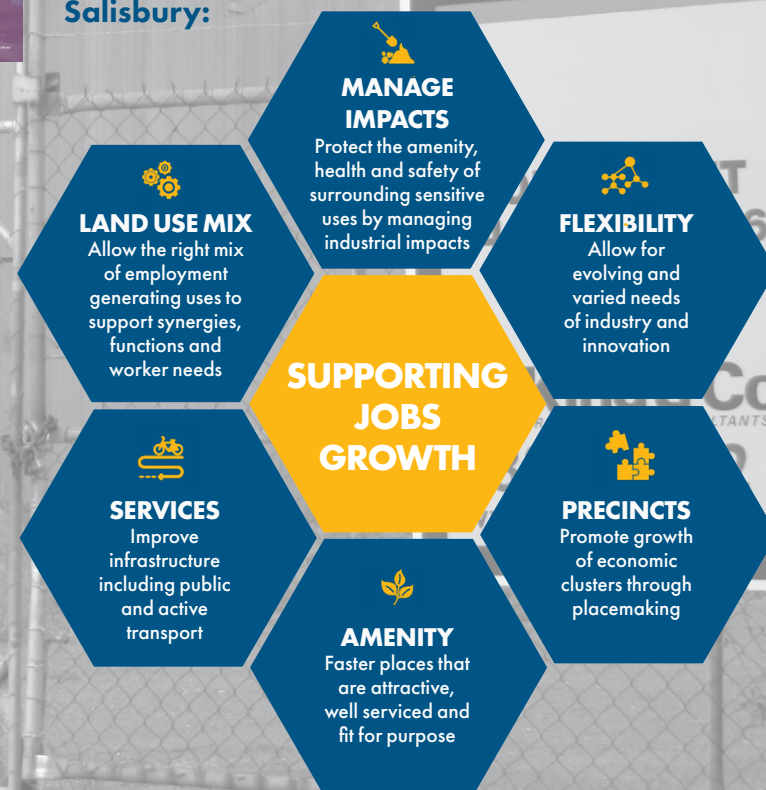
Source: Urban Economics, Salisbury Reloaded: A Case for Suburban Renewal and Industrial Regeneration Aug 2018

# BCC's Plan for the Future



Brisbane City Council,  
Brisbane Industrial  
Strategy

**Six Key Priorities  
relevant to  
Salisbury:**







# A Vision for the Future of Salisbury

Salisbury is renowned for its rich history, unique built form and expansive employment opportunities.

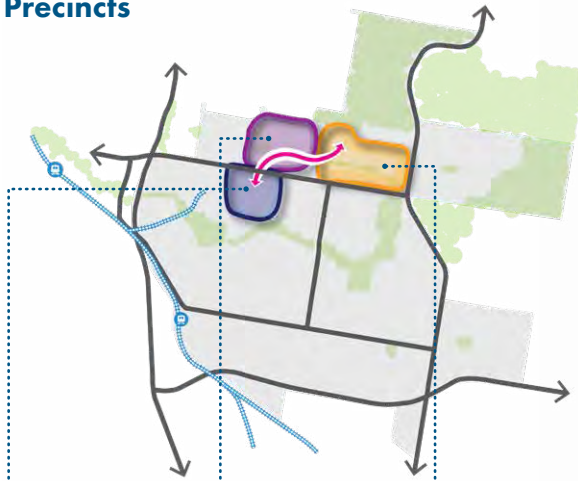
A revitalised Salisbury will enable existing and future businesses, residents and visitors to embody its rich sense of place through recognition of its history, unique branding and diverse employment offering.

A new layer of building diversity and employment transformation shall attract new site users and promote the desirability of Salisbury's business and employment.



# Big Ideas and Principles

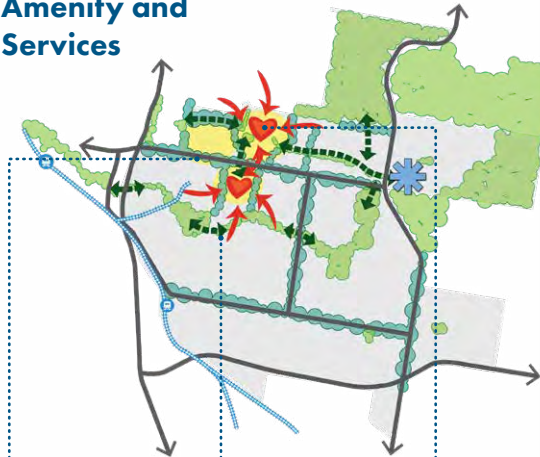
## Precincts



1. Develop an Arts Precinct within the 'Tank Factory' on Engineering Street
2. Create a diverse Artisan Market Place within the 'Armory' on Textile Crescent
3. Promote Salisbury as the new innovation/knowledge hub for Advanced Manufacturing



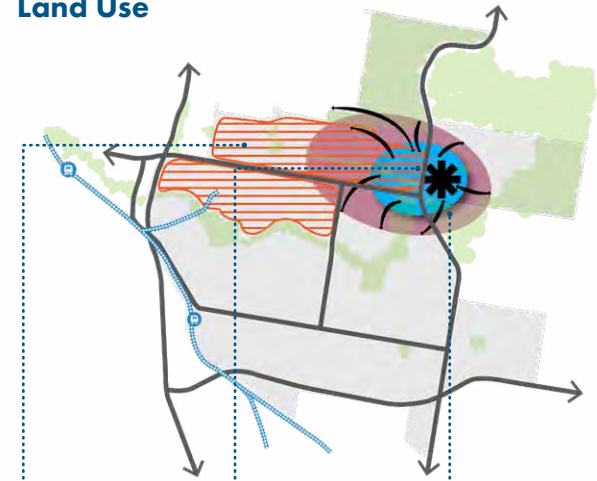
## Amenity and Services



4. Enhance the amenity of Salisbury through streetscape and open space improvements
5. Create new links to connect places of attraction, activities and the active transport network
6. Implement strategies to recognise and celebrate Salisbury's rich history



## Land Use



7. Re-zone Salisbury as 'Employment Lands' to broaden permissible activities
8. Expand the Toohey Road mixed use centre to support advanced manufacturing
9. Increase residential densities around the Toohey Road mixed use centre and at public transport stops

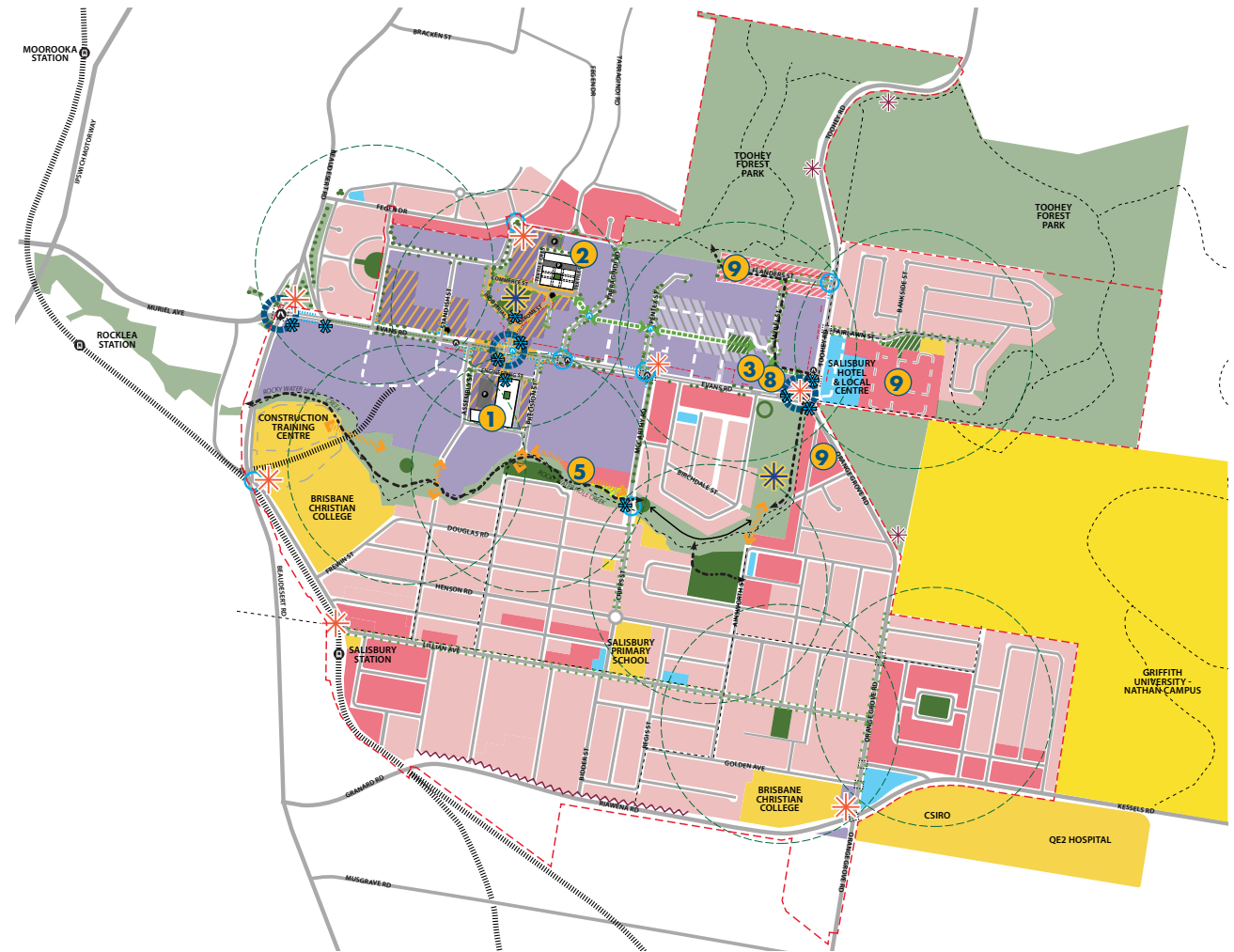




# An Indicative Master Plan

## Legend

- 1 Big Idea / Principle
- Employment Lands
- Historic Precinct
- Repurposed Heritage
- Small Scale Built-Form
- Local Centre (mixed use)
- Active Frontage
- Residential Low
- Residential Medium
- Education and Community
- Open Space
- Soho
- Park Extension
- Local Park
- Proposed Local Park
- Dog Park
- 400m Park Catchment
- Primary Gateway
- Secondary Gateway
- Character Streetscape (heritage)
- Historic Building Trail
- ✦ Wayfinding & Streetscape Improvement
- Signalised Intersection
- Proposed New Signalised Intersection
- ↔ Green Pedestrian Link
- ... Existing Character Street Trees
- ... Additional Character Street Trees
- ✦ Enhanced Play Space
- ✦ Major Wayfinding (Landmark, Built Form Height, Signage)
- ✦ Minor Wayfinding (Landmark, Signage)
- ✦ Land Art
- ↔ New Connection Pathway
- ↔ Enhanced Connection and Activation
- ~~~~~ Graffiti Art
- Road
- Private Road
- ||||| Rail Corridor



Source: Tract Consultants Master Plan May 2019 (Not to Scale)



# Exploring Key Ideas

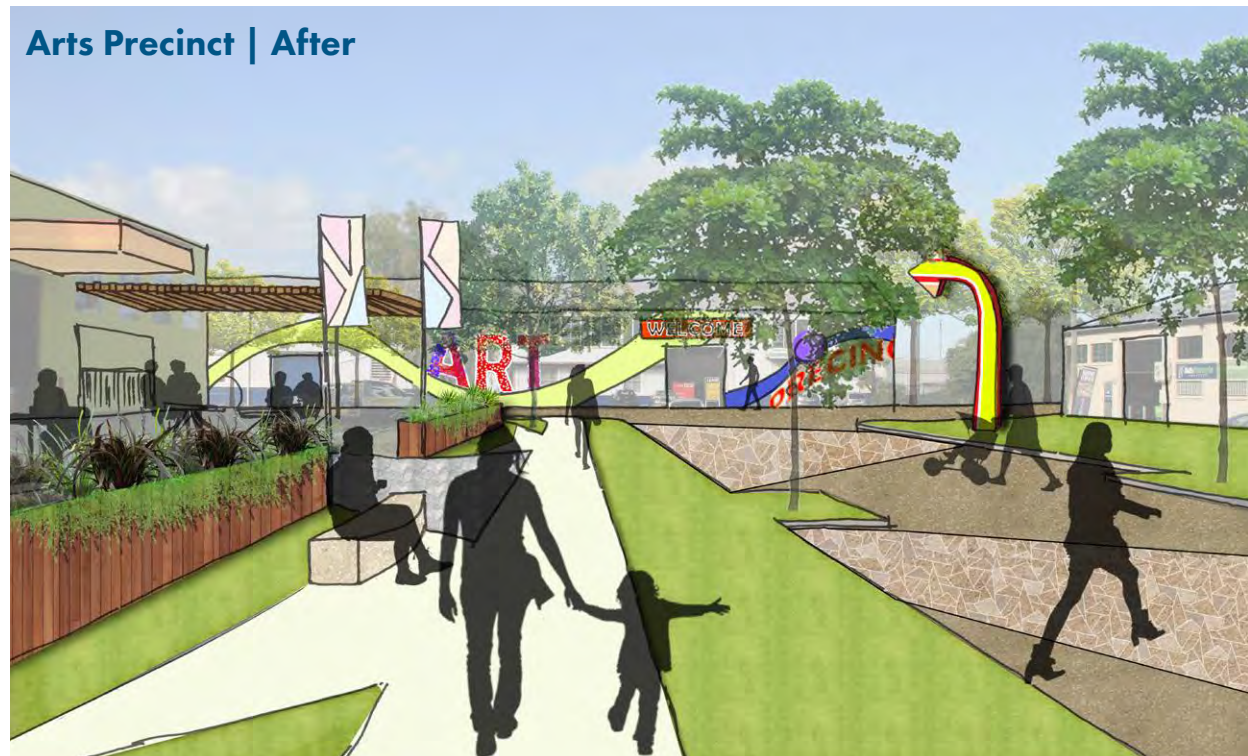


## Legend

- ① Arts Precinct
- ② Artisan Market
- ④ Enhanced Streetscapes
- ⑤ Active Path Links



## Arts Precinct | After



Catalyst projects that celebrate the heritage fabric, build on the local offering and generate new activity and jobs around key places at the heart of the precinct



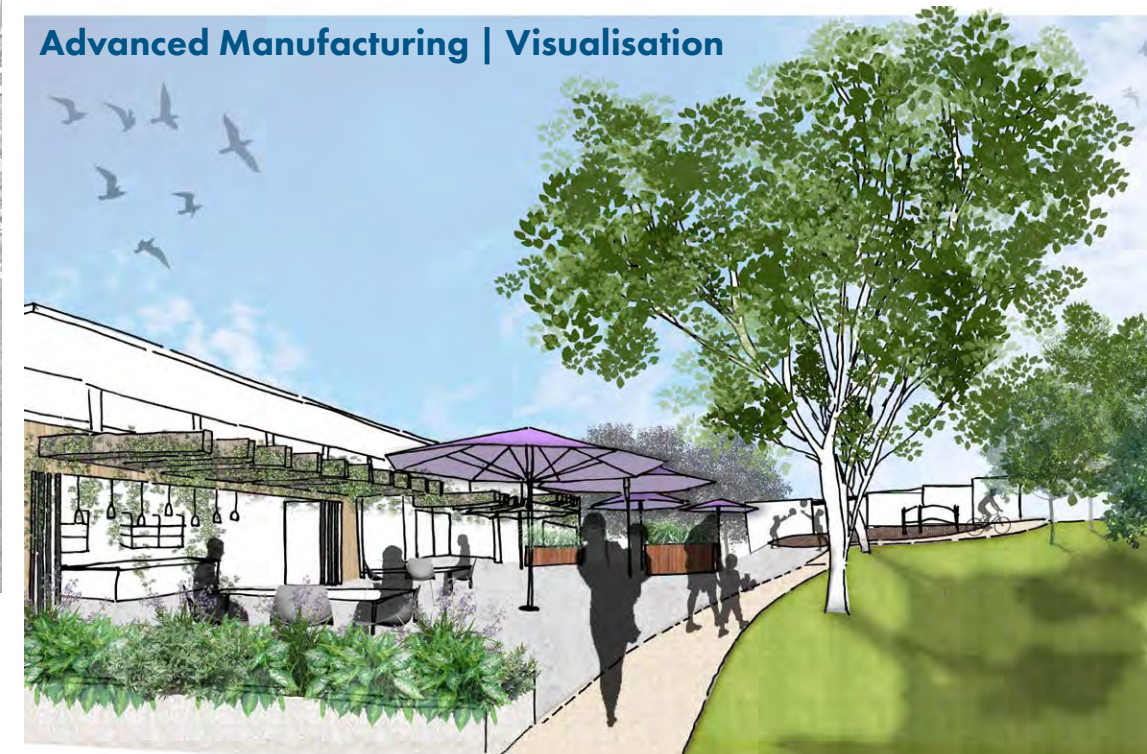
# Exploring Key Ideas



## Legend

- 3 Advanced Manufacturing**
- 4 Enhanced Streetscapes**
- 5 Active Path Links**
- 8 Mixed Use Centre**
- 9 Residential Mix**

The ability to make, sell and live in the same place - respond to industry and lifestyle trends/ demands, and capitalise on amenity





# The Suburban Alliance

The Suburban Alliance is a not for profit collaboration of people and businesses who believe that opportunities for greater suburban quality of life, business opportunity and economic expansion could get more attention and support than they currently do. We are not a lobby group but instead intend to promote leading ideas, world class thinking, and local issues.

This visioning and master planning exercise for Salisbury is illustrative of the type of contributions we hope to make to urban planning debate and policy.



*"The Suburban Alliance is a go-to source for up-to-date news and information about global suburban trends, and one of the few unbiased resources for learning about the suburban market and suburban land use trends in general. In a time when the intellectual elite and urban planning orthodoxy vilifies suburban forms, outlets such as this one ground truth what is really happening and reveals a vastly different story."*

Prof Alan Berger, MIT Center for Advanced Urbanism (Boston, USA). Alan is Professor of Landscape Architecture and Urban Design at Massachusetts Institute of Technology where he teaches courses open to the entire student body. Co-editor of Infinite Suburbia (2017).

## Our Mission

To promote a better understanding of the important role of the suburban economy in the life of our cities, through shared insights, information and analysis.

## Our Vision

Progressive cities where quality social and economic infrastructure is equitably distributed across both suburban and inner urban locations

## Our Goal

Equitable quality of life for suburban residents by facilitating greater employment, leisure and retail choices closer to where people live.

*"While nearly all metropolitan Australians live in the suburbs and 85% of all jobs are in the suburbs these areas are poorly served by transport and other infrastructure. The suburbs are almost forgotten in the media debates about infrastructure and priorities. Our cities can't keep growing the way they have, with congestion, inequity and cost to government rapidly increasing. The role of the Suburban Alliance in forcing a more accurate and fairer perspective on the ways that our cities should grow is increasingly important to all Australians."*

Peter Seamer, AM. Former CEO of Victorian Planning Authority. Former CEO Federation Square. Honorary Senior Industry Fellow in the School of Global, Urban and Social Studies within the College of Design and Social Context at the RMIT. Chair of the Advisory Board for the NHMRC CRE in Healthy, Liveable Communities.



BETTER SUBURBS = BETTER CITIES

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