

An aerial photograph showing a town with a mix of residential houses with red and grey roofs, a school complex with several white buildings, and an industrial area with large tanks and structures. The town is surrounded by green fields and forested hills. A semi-transparent grey box is overlaid in the top right corner, containing the text 'F2 Growth Management'.

**F<sub>2</sub>**

Growth  
Management

**The ever-increasing numbers of new residents coming to reside in Ipswich are accommodated within a network of distinct communities. Each community has their own sense of character and role to play within the broader city context.**

## **2.1 Theme - Growth Management**

The 'South East Queensland Regional Plan' identifies Ipswich and the Western Corridor as one of the key urban growth fronts for South East Queensland. The expectation is that the Ipswich population will grow from the current 135 000 to approximately 320 000 by the year 2026. This equates to the population more than doubling in the space of 20 years. This is a significant growth challenge for the City to manage.

Ipswich City Council has in place a 20 year land use framework which was prepared in association with the current planning scheme. The Regional Plan has responded to the strategic details contained in the Scheme gazetted in April 2004. Figure 1 outlines the land

use framework presented in the current planning scheme.

The City of Ipswich currently has a wide variety of land uses including a large portion of rural landscapes interspersed with rural townships such as Marburg, Harrisville and Rosewood; extensive areas containing heritage homes surrounding the Ipswich CBD; new housing developments such

**“With established infrastructure, universities, private and public hospitals and schools, established CBD, major shopping centres, transport facilities including electric passenger railway and strong population base, Ipswich located within 30km of the State's capital is guaranteed a bright future in all categories of real estate - commercial, retail, industrial and residential.”**

David Kernke,  
DTZ Australia

as Springfield Lakes and Brookwater in the eastern suburbs; industrial parks and enterprise precincts; and large lot residential areas such as Karalee. This collection of centres and distinct communities enhances the character of Ipswich as a subregion of South East Queensland.

Ipswich's distinguished past is illustrated in its architectural, cultural and natural heritage. Many historic homes and buildings have been conserved, with more than 7 000 heritage sites protected within the City. Ipswich's charming townships to the west, including Marburg, Harrisville, Grandchester and Rosewood, each have their own historical significance and maintain their heritage character in sturdy timber churches, halls, schools and houses.

The growth will present a range of housing classes from low to higher density, large or small lot, attached or detached housing. This variety and choice is likely to continue as builders, designers and householders respond to changing demographic patterns, financial conditions, increasing pressure on water, energy and waste demands, and life cycle and household type changes. There will also be interest for higher density housing, particularly focusing on Transit Oriented Development (TODs) around major transport hubs at Ipswich CBD, Springfield, Redbank, Booval and Goodna and later on at Ripley, Walloon and Rosewood.

**“The best characteristic Ipswich has is the small town community feeling that sits simultaneously within a city environment and all the conveniences and services that offers”**

Amy Stannard,  
Editor Loop Magazine

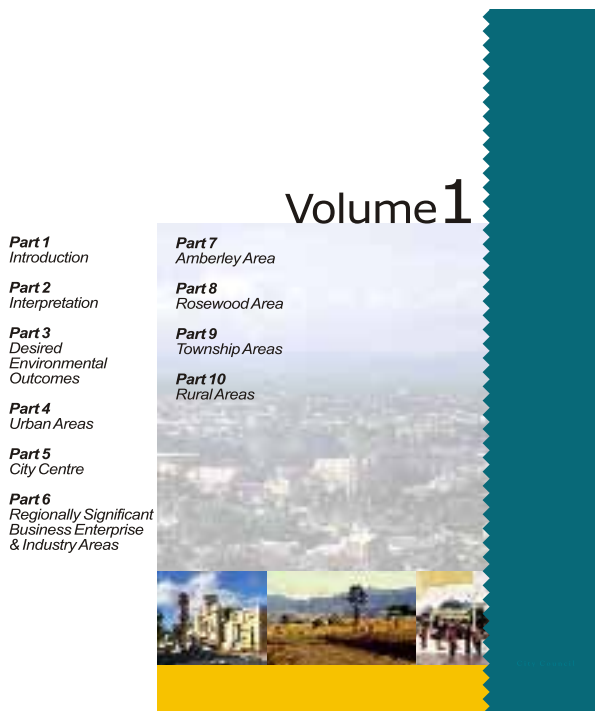
The CBD remains the civic, commercial and traditional heart of the City and both the Riverheart and Riverlink projects are set to invigorate the retail and entertainment functions. Retail activities in the CBD have suffered in the past due to a number of factors including the evolution and development of car oriented shopping centres both within the city frame and adjacent areas such as Indooroopilly, and a community preference to shop in this environment because of the lack of viable and interesting alternatives. Recent trends such as inner city revitalisation, new retail and service opportunities present a strong platform for the

development of traditional centres such as the Ipswich CBD. The designation of the Ipswich CBD as a Major Activity Centre under the SEQ Regional Plan is an acknowledgement of the role the CBD will take in the future.

The Springfield Activity Centre is set to become a major hub for the City's eastern suburbs and the Ripley Valley town centre set to become the City's third major centre over the next 20 years. These factors, and others, make it necessary to define the role and purpose of the CBD and focus on it as a place for people to meet, socialise and experience the culture of Ipswich and for

strategies to be developed for all centres as part of a focussed centres programme.

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## 2.2 Summary of Goals and Strategies - Growth Management

### GM Goal 1 - Sustainable Land Use

The City of Ipswich has been developed in a manner which has seen an efficient and sustainable use of available land and other resources.

#### Strategy GM 1.1

Appropriate Land Use: Ensure land is used and developed in the most appropriate manner consistent with the needs of a changing community.

- Implement and regularly review the Ipswich Planning Scheme.
- Prepare and implement Local Growth Management Strategies and Structure Planning Frameworks.
- Address the population growth pressures in Council policies and programs.
- Provide opportunities for residents participate in land use planning processes.
- Implement the principles and policies outlined in the SEQ Regional Plan.
- Monitor the impacts of population growth on demand for services.

- Facilitate opportunities for Health Impact Assessments in land use planning.
- Encourage large-scale master planned communities in urban growth areas.
- Identify and implement buffering requirements to minimise land use conflicts between residential and other uses.

#### Strategy GM 1.2

Encourage Innovative Infill Development and Re-development: Identify opportunities for infill development and redevelopment, particularly around Ipswich CBD, which reflect the evolution of the local community and will contribute to a vibrant future.

- Identify opportunities for redevelopment or infill development in Ipswich.
- Identify opportunities for redevelopment in the Ipswich CBD.

### GM Goal 2 - A Network of Centres and Unique Communities

The City of Ipswich is a network of distinct urban and rural communities, each with their own character and vibrant centre that serves as the primary meeting place for residents and provides for general community needs.

#### Strategy GM 2.1

Placemaking: New development in existing and emerging areas is developed in a manner that reflects the key values of residents and respects the setting within which the community is placed.

- Prepare a community profile and social atlas.
- Establish tools to communicate the evolution of communities to newcomers.
- Undertake Social Impact Assessment for large urban developments.

#### Strategy GM 2.2

Centres to Serve Community Needs: Communities have a central hub whereby they can conduct the activities of recreation, socialising, shopping, and accessing community services in an attractive, vibrant and safe environment.

- Prepare and implement a Centres Improvement Program.
- Prepare and implement Centres Concept Plans for major developments.
- Undertake extensive consultation with all stakeholders in the redevelopment and improvement of centres.

### Strategy GM 2.3

Rural Townships: Protect and enhance the character of rural townships throughout the City of Ipswich such as Rosewood, Marburg, Peak Crossing and Harrisville.

- Continue to implement the Ipswich Planning Scheme to protect the character of rural townships.
- Conduct consultation to determine and reaffirm the character of rural townships.
- Encourage local townships to determine their own Vision for the future.

### Strategy GM 2.4

Open Space Network: Provide a functional open space and recreational network that provides equitable access to a range of recreation and leisure opportunities.

- Implement open space protection measures through a Local Growth Management Plan.
- Continue to apply and review open space provision standards and requirements.
- Provide an open space network that is adaptable to future recreation needs.

### GM Goal 3 -Ipswich CBD - The Civic Heart

The Ipswich CBD is the cultural, economic and civic heart of the western sub-region and showcases the unique qualities of the

Ipswich community for both residents and visitors to enjoy.

### Strategy GM 3.1

Ipswich CBD Planned and Designed: Prepare and implement a master planning framework for the Ipswich CBD to deliver on the Ipswich Central 2020 Vision, to revitalise it as a Regional Activity Centre.

- Develop and implement an Ipswich CBD Revitalisation Program.
- Develop and implement a CBD Streetscape and Civic Spaces Improvement Program.
- Facilitate mixed use development, reuse of heritage buildings and increased urban density in the Ipswich CBD.
- Promote the Ipswich CBD as a location for establishing restaurants, cafes, cultural activities, community services etc.
- Encourage development that focuses on improving access to the Bremer River.

### Strategy GM 3.2

A CBD with Purpose: Establish the Ipswich CBD as the cultural, economic and civic heart for local residents and visitors to the Western Corridor of South East Queensland.

- Create a Cultural Precinct in the CBD and a series of other complementary spaces and linkages.

- Establish a major Cultural and Entertainment Centre in the CBD.
- Facilitate the development of a Medical Services Precinct around the Ipswich Hospital.
- Facilitate the development of a Legal Services Precinct around the Court House.

### GM Goal 4 -Range of Lifestyle Needs Addressed

A range of lifestyles are catered for in Ipswich with a diverse range of housing densities, styles and types throughout the City.

### Strategy GM 4.1

Design Reflects Community Values: The design of the built form should reflect and respect the local character of the community, particularly cultural heritage and its setting.

- Develop a mechanism for the preparation and implementation of local area development frameworks.
- Review and continue to implement heritage character provisions in the Planning Scheme.
- Continue to provide Heritage Advisor services.

## Strategy GM 4.2

Housing for All Needs: A range of housing types are provided for a range of household needs such as student accommodation, families, low income families, senior citizens, and rural lifestyles.

- Undertake a Housing Needs Analysis.
- Prepare an Affordable Housing Strategy.
- Facilitate programs that enable the elderly to continue to reside in their local area.

## Strategy GM 4.3

Diversity in Densities: Provide a range of housing densities across the City. Higher densities to be focused in locations that are well serviced and supported by a range of transport options while respecting the local character of the area.

- Implement provisions to facilitate Transit Oriented Development in the CBD and other growth areas in accordance with the Regional Plan.
- Protect viewsheds to major landscape characteristics in accommodating increased densities.
- Facilitate protection of local amenity issues in residential developments i.e. avoid light and noise pollution.
- Develop guidelines to enable the provision of open space and recreation for differing densities.

- Facilitate public private partnerships to focus on devising innovative urban development.

## GM Goal 5 - Sustainable Development Embraced

The City of Ipswich is a leader in sustainable development in terms of the activities of residents, the application of new environmentally responsible technology, the provision of infrastructure and the design of the built form.

### Strategy GM 5.1

Sustainable Buildings: Implement ESD and climate responsive design principles in the design and construction of new buildings.

- Promote achievements of builders and developers to incorporate ESD principles in developments.
- Encourage development that reflects the character of Ipswich and local climate conditions.
- Foster public private partnerships to develop ESD/climate responsive housing design.
- Devise environmental performance specifications for climate responsive building design.
- Implement a Sustainable Development Adviser service.

- Promote monitoring programs for households to measure energy use, water consumption, waste production etc.

- Undertake energy audits and provide advice on reducing energy consumption in buildings.

- Publicise incentives and initiatives that encourage energy efficiency in homes.

- Design a 'performance based' test of 'sustainability' of development applications.

- Prepare and implement Water Sensitive Urban Design Guidelines.

- Develop and implement 'Sustainable Housing Code' in Planning Scheme.

- Develop and implement a 'green labelling' program or accreditation for urban development.

- Develop and implement building regulations that address ESD design principles.

### Strategy GM 5.2

Adapting to Change: Encourage design that is flexible and adapts to changes in communities such as technological advancements, population dynamics, and lifestyles.

- Design community facilities in a multi-stage construction process.
- Investigate mechanisms to accommodate adaptable housing products.

## GM Goal 6 -Protection of Cultural Heritage, Environmental, Landscape and Rural Values

The City of Ipswich takes pride in protecting its key valuable features such as its scenic values, rural areas, environmental assets and cultural heritage.

### Strategy GM 6.1

**Protect Significant Cultural Heritage:** Ensure that significant cultural heritage values of Ipswich such as historical architecture, indigenous cultural features, historic landscapes, and remnants of the rail and mining industries are protected and maintained in a manner which reminds residents where their City has come from.

- Continue to protect culturally significant places through the Planning Scheme.
- Establish an integrated and holistic approach to indigenous land use agreements.
- Maintain heritage registers of significant local heritage buildings and features.
- Identify and implement mechanisms to protect key heritage precincts.

### Strategy GM 6.2

**Protect Landscape and Scenic Values:** Maintain landscape and scenic values such as views to the D'Aguilar Ranges, Flinders Peak, White Rock-Spring Mountain, the Scenic Rim and vast rural landscapes for the benefit of the wider community.

- Protect and develop elevated sites around the City as lookout points.
- Investigate opportunities to underground powerlines in visually prominent areas.
- Protect crests of ranges and hillsides from inappropriate urban development and vegetation removal.
- Implement Planning Scheme measures to protect key scenic features.
- Require Visual Impact Assessments in applications for certain forms of development.

### Strategy GM 6.3

**Protect Environmental Values:** Ensure that the environmental attributes of the City are protected for biodiversity conservation and protection of the functions served by the environment such as clean air, fresh water, and amenity.

- Investigate and implement measures that encourage revegetation, no further loss of endangered or threatened species or significant vegetation communities and suitable public access to environmentally significant sites.

- Identify and implement design solutions for the protection of flora and fauna values in new developments.
- Identify and implement measures that incorporate environmental features in subdivisions.
- Provide incentives to encourage residents and developers to invest in conserving habitats.
- Identify and implement mechanisms that enable the retention of vegetation in existing urban areas.

### Strategy GM 6.4

**Protect Rural Areas:** Ensure that the rural areas throughout Ipswich are protected and available for appreciation by the broader Ipswich community and rural production.

- Continue to protect rural land through Planning Scheme and regional planning initiatives.
- Undertake a Rural Productivity Study.
- Implement a range of incentives to encourage sustainable farming techniques.

## **GM Goal 7 -Significant Enterprise Districts**

The City of Ipswich protects and maintains precincts to foster the development of aerospace, motorsports, education, manufacturing and health, as well as encouraging innovative business and employment generators in the City.

### **Strategy GM 7.1**

Available Land and Infrastructure: Provide serviced land and infrastructure to protect enterprise precincts from encroachment, or out of sequence development.

- Prepare and implement detailed Master Plans and Infrastructure Plans for Regionally Significant Enterprise Areas.
- Prepare Infrastructure Roll Out Plans for Regionally Significant Enterprise Areas.
- Identify opportunities to invest in major infrastructure in Regionally Significant Enterprise Areas.

## **GM Goal 8 -A Hub of South East Queensland**

The City of Ipswich is a key regional hub which provides for a range of services and functions for the entire western sub-region.

### **Strategy GM 8.1**

Alliances and Partnerships: Establish and maintain solid relationships with adjacent local governments.

- Support a leadership role in the Western Regional Organisation of Councils' activities.
- Identify opportunities to work with adjacent local governments to determine the community service and infrastructure provision.
- Work with adjacent local governments to action the SEQ Regional Plan.

### **Strategy GM 8.2**

The Role of Ipswich in SEQ: Ensure that the development of Ipswich is recognised as a key element in the development of South East Queensland.

- Develop and foster an ongoing working relationship with the Office of Urban Management.
- Monitor implications of the Regional Plan in so far as it relates to the City and Western Corridor.