3.3 Theme 1: Brisbane's globally competitive economy

3.3.1 Strategic outcomes

1. The strategic outcomes for a globally competitive economy are:
2. Brisbane is the third-largest metropolis in Australia, Queensland's capital city and the centre of commercial, government, retail, employment, entertainment, recreation and cultural facilities for South East Queensland and Queensland.
3. Brisbane has a strong, diverse and globally competitive economy and the larger City Centre is a centre of global businesses and institutions servicing the Asia–Pacific region. Business services including professional services, such as engineering, information technology, design and construction management are key drivers of Brisbane's economic growth and employment.
4. Brisbane is a world-leading knowledge centre of applied research, and of tertiary, health and education services. Brisbane supports a business environment in which innovative business and research clusters thrive.
5. Brisbane’s outstanding lifestyle attracts a highly skilled and diverse workforce and is a memorable destination for business visitors and tourists.
6. Brisbane's facilities and infrastructure encourage and attract signature global events and international business conventions.
7. Brisbane's highly effective infrastructure including airports and seaports, freight and advanced communications infrastructure fosters the efficient operation of the city's economic activity including the Major Industry Areas, Strategic Inner City Industrial Areas, Major centres, Special centres and other economic areas.
8. Brisbane's industrial economy is a significant generator of employment and economic growth for the city. The industrial economy is largely contained in the Major Industry Areas, which cluster manufacturing, storage, transport and logistics activities, industrial wholesale trade and resource recovery. Brisbane's Major Industry Areas include activities of potentially high environmental impact.
9. Brisbane's Major Industry Areas do not expand significantly during the life of the planning scheme, however they are preserved and will intensify. The importance of Major Industry Areas in generating economic value and employment for Brisbane requires their maximum opportunity to be realised. The Major Industry Areas are used solely for their intended purpose to enable their ongoing operation and to protect them from incompatible land uses.
10. Brisbane's Major Industry Areas each have their individual mix of industrial activities which are able to evolve, diversify and expand in response to changing market conditions. Industrial activities in Brisbane's Major Industry Areas meet high public safety and environmental performance standards.
11. Brisbane's Major Industry Areas also include research and business development activities that benefit from integration with major industrial activities. These innovative knowledge clusters are able to co-locate with industry while ensuring the health, safety and amenity of their workforce and do not compromise the operation of industrial uses in the locality.
12. Brisbane's Strategic Inner City Industrial Areas provide a range of industrial and business economic activity and employment supporting the economy and community needs. The ongoing mix of industry and business with other land use will be determined by consideration of changing economic conditions and future efficient patterns of providing smaller scale industry, services, trades, warehousing, distribution and business support.
13. Brisbane accommodates large-format retail outlets in appropriately zoned, accessible areas. Brisbane also caters effectively for the storage and distribution needs of the fast-growing online retail sector of the economy.
14. Brisbane has pockets of low-impact industrial services areas appropriately located around the city to effectively service businesses and residents.
15. Home-based businesses prosper in residential areas and start-up business activities are accommodated in a range of locations across low-impact industrial areas and in centres.
16. Brisbane is renowned for the quality of its health and education services and is a celebrated shopping destination. Brisbane's Major Centres are highly regarded cultural, recreational and entertainment destinations with high-quality personal and community services. Brisbane's population-serving economy is strong and continues to expand and diversify.
17. Brisbane's services and facilities are within easy reach of all. Local suburban precincts offer desirable goods and services and opportunities for new businesses to innovate and appeal to local communities.
18. The strategic outcomes for Brisbane’s globally competitive economy comprise the following elements:
19. Element 1.1 - Brisbane as a centre for global business;
20. Element 1.2 - Brisbane's industrial economy;
21. Element 1.3 - Brisbane's population-serving economy.

3.3.2 Element 1.1 – Brisbane as a centre for global business

Table 3.3.2.1—Specific outcomes and land use strategies

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| Specific outcomes | Land use strategies |
| SO1  Brisbane is a city in which global businesses and institutions and professional service businesses are encouraged to locate and grow. | L1.1  Development contributes to Brisbane's City Centre as a vibrant and stimulating place of diverse uses and 24-hour activities. |
| L1.2  Development in Major Centres and within Special Centres includes high-profile economic precincts supporting the growth of ancillary commercial, economic and supporting residential activities. |
| SO2  Brisbane is a city where world-leading applied research, tertiary, education and health services are supported to grow. | L2.1  Development around universities, research institutions, hospitals and similar intensive research establishments supports these locations as clusters of related innovative enterprises with easily accessible associated professional and personal services. |
| L2.2  Development for knowledge-intensive business clusters in engineering, information and digital technologies and other innovative sectors is provided for in Brisbane's City Centre and the Growth Nodes on Selected Transport Corridors in accordance with the CityShape theme. |
| SO3  Brisbane is a key place in the Asia–Pacific region for signature events and global conventions and a recognised business tourist destination. | L3  Development in Brisbane's City Centre and appropriate Special Centres and Major Centres contributes to the provision of highly accessible, world-class venues and accommodation for major business, scientific, cultural, sporting and tourism events. |
| SO4  The Brisbane Airport, Port of Brisbane and Archerfield Airport are key locations of economic activity and provide key access points supporting the city's economy. | L4  Planning for the air and sea ports is undertaken by respective entities to enable these locations to:   1. be key centres for economic activity related to the functions of these locations; 2. complement major economic activity in the city; 3. integrate with the city's transport network; and 4. develop and operate safely and efficiently. |

3.3.3 Element 1.2 – Brisbane's industrial economy

Table 3.3.3.1—Specific outcomes and land use strategies

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| Specific outcomes | Land use strategies |
| SO1  Brisbane’s Major Industry Areas and Strategic Inner City Industrial Areas are protected to ensure their integrity and effective operation. | L1.1  Brisbane’s remaining zoned land suitable for high-impact industries is reserved for these purposes. |
| L1.2  High-impact industrial activities are carefully located within industrial areas to enable their separation from nearby sensitive land uses. |
| L1.3  Lower impact industrial activities serve as buffers, locating between high-impact industrial activities and sensitive land uses. |
| L1.4  Existing lawful industries continue to operate with certainty and are protected from encroachment by sensitive land uses. Proposed expansions of these industries meet relevant health, safety and environmental standards. |
| L1.5  Strategic Inner City Industrial Areas continue to provide a focus for economic activity and employment and future potential changes to land use mix are considered by a Neighbourhood Plan process consistent with outcomes and strategies indicated in Theme 5. |
| SO2  Brisbane's Major Industry Areas and Strategic Inner City Industrial Areas are optimised to provide the widest range of industrial uses in order to maximise the economic opportunity for the city. | **L2**.1  Development for industrial uses is prioritised in the Major Industry Areas and Strategic Inner City Industrial Areas which are zoned to maximise the industrial land use potential of these areas. |
| L2.2  The ongoing range of uses in Strategic Inner City Industrial Areas may change subject to planning processes, outcomes and strategies indicated in Theme 5. |
| SO3  Brisbane’s industrial areas facilitate the co-location of applied research with related industrial activities. | L3  Brisbane's industrial areas provide opportunities for knowledge-intensive clusters of industrial production and related research and administrative functions where risk, hazard and transport needs are addressed. |
| SO4  Brisbane’s Major Industry Areas include clusters of supporting business services and a range of services and facilities for the convenience of workers. | L4  Major Industry Areas provide opportunities for clusters of supporting services for business and the convenience of workers of these areas. They are in accessible locations, serviced by public transport where possible and do not compromise the ongoing operation of industrial activities in these areas. |
| SO5  Brisbane's industrial areas have a high degree of connectivity which is protected and enhanced. | L5.1  Development optimises the use and efficiency of freight routes and they are protected from encroachment by sensitive land uses. |
| L5.2  Development optimises and integrates with the use of airspace of the Brisbane and Archerfield airports and limits the intensification of sensitive land uses in proximity to existing and future runway approaches. |
| L5.3  Development optimises the use and efficiency of the Port of Brisbane and limits the intensification of sensitive land uses in proximity to existing and future port operations. |
| SO6  Brisbane facilitates a significant growth in resource recovery. | L6  Brisbane’s Major Industry Areas and transfer stations at Nudgee, Willawong, Ferny Grove and Chandler are appropriate locations for the growing resource recovery industry where environmental and amenity impacts are managed to best-practice standards. |
| SO7  Brisbane’s extractive industry operations are protected. | L7  Sites of hard rock, sand and gravel extraction and associated transport routes and buffers are protected from encroachment of incompatible land uses and environmental and amenity impacts are managed to best-practice standards. |
| SO8  Brisbane's industrial lands are protected from encroachment by office or other non-industrial-based uses. | L8.1  Major Industry Areas and Strategic Inner City Industrial Areas are protected from encroachment of office parks and large-format retailing; these uses are adequately provided for elsewhere in the plan. |
| L8.2  Land uses other than industrial do not compromise the existing or potential industrial uses that occupy land in the Special industry zone, General industry C zone precinct or General industry B zone precinct of the Industry zone. |
| L8.3  Mixed industrial service and business administration uses will be promoted on land appropriately zoned at the Australia TradeCoast, Cannon Hill, Wacol and Richlands to accommodate personal and administrative services supporting businesses or employees of that Major Industry Area and where serviced by public transport. |
| L8.4  The co-location of administrative functions with industrial uses may occur within a site where directly related to the principal use of the premises and the design, interface and functionality outcomes for both administrative offices and industrial functions are achieved. |

3.3.4 Element 1.3 – Brisbane's population-serving economy

Table 3.3.4.1—Specific outcomes and land use strategies

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| Specific outcomes | Land use strategies |
| SO1  Brisbane provides for a diverse mix of highly accessible retail and commercial locations to service a growing population. | L1  Development for retail and commercial uses accords with the CityShape theme and the zoning pattern. |
| SO2  Brisbane’s City Centre offers the greatest concentration of the highest order retail, personal and community services and facilities, and cultural, recreational and entertainment experiences. | L2.1  Brisbane’s City Centre accommodates future demand for high-order goods, services and facilities that are of a global standard. |
| L2.2  Brisbane’s retail heart expands beyond the Queen Street Mall into new shopping streets and precincts with high-quality pedestrian environments. |
| SO3  Brisbane's Major Centres and Growth Nodes on Selected Transport Corridors contain significant concentrations and diversity of population-serving activities. | L3.1  The largest existing Major Centres at Chermside, Upper Mt Gravatt and Indooroopilly absorb the greatest expansion of population-serving activities. |
| L3.2  Other Major Centres provide opportunities for key points providing access to goods and services in their catchments. |
| L3.3  Centres within the Growth Nodes on Selected Transport Corridors are Brisbane's key mixed-use areas including business and population-serving economic activities. |
| L3.4  Within Growth Nodes on Selected Transport Corridors, business activities, retail, personal and community services and facilities cluster around public transport nodes and are in proximity to high- density residential precincts. |
| SO4  Brisbane's district centres and neighbourhood centres continue to service local population needs. | L4  District centres and neighbourhood centres continue to evolve, offering an increasing range of local services and facilities. |
| SO5  Brisbane’s population-serving economy is supported by home-based businesses. | L5  Home-based business is supported in residential areas where environmental and amenity impacts are managed to best-practice standards. |
| SO6  Brisbane provides opportunities in its centres for start-up businesses seeking cost-effective business locations. | L6  Opportunities for low-impact manufacturing and industries are provided for in Brisbane's centres where environmental and amenity impacts are managed to best-practice standards. |
| SO7  Brisbane preserves opportunities for low impact industry throughout the city in support of a strong population and economic growth. | L7  Industrial premises in the Low impact industry zone or General industry A zone precinct of the Industry zone are protected from encroachment and incompatible uses. |
| SO8  Brisbane provides appropriately zoned and accessible areas for large-format retailing. | L8  Large-format retail outlets are developed in highly visible, accessible locations along key transport routes, as identified in a neighbourhood plan or in the Specialised centre zone. Development must integrate with surrounding built form and anticipated development intensity. |
| SO9  Brisbane's large public and private community facilities are highly accessible by public transport and are well serviced with a range of associated and supporting services and facilities. | L9  Professional, business and other associated and supporting services and facilities cluster around larger scale public and private health, education, recreational, cultural and other community facilities. |