




Cairns
event precinct
SHOWGROUND ●
BARLOW PARK ●
PARK CENTRE ●
TRAINING TRACK ●

CAIRNS REGIONAL COUNCIL
**MAJOR EVENTS
PRECINCT**
VISION & DEVELOPMENT
OPPORTUNITIES REPORT

CONTENTS

Project Overview and Purpose	3
Future Directions	4
Vision	4
Development Opportunities	5
- Cairns Showgrounds Infrastructure Development ..	5
- Sporting Asset.....	6
- High Performance Hub.....	7
- Open and Inviting.....	8
- Flexible Nodes	9
- Streetscape and Public Domain Interaction.....	10

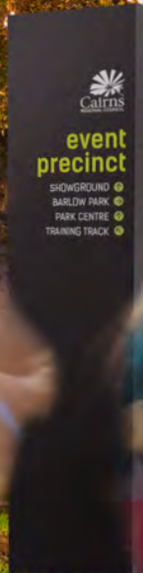
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project overview

ROSS Planning has been commissioned by Council to undertake a planning exercise (development opportunities) regarding the establishment of a Major Events Precinct. Through site analysis, targeted engagement and consideration of opportunities and constraints, this document represents a framework from which a received master plan can be developed.

This document should be read in conjunction with the Major Events Precinct Development Opportunities: Supporting Document.



OBJECTIVE

The vision and development opportunities report provides a vision for the Major Events Precinct and a set of development opportunities (principles) that reflects a financially responsible approach.

SITE COVERAGE

The development opportunities report includes consideration of:

- Barlow Park
- West Barlow Park
- Cairns Showgrounds (incorporating the Cairns BMX Club Facility)
- Cairns Brass Facility
- Cairns Youth and Recreation Centre.

EXISTING SITE ARRANGEMENTS

The Major Events Precinct is well located immediately west of the Cairns Central Business District and can be easily accessed from across the Region. The Precinct is made up of two parcels of State land held in trust by Council (Lot 750 on CP912877 and Lot 768 on NR6238). Together, these two parcels total almost 26ha of reserve land with the purpose of 'sports and showgrounds'.

future directions

With consideration to the background influences and considerations summarised in the context report, a vision and opportunities statement has been prepared. Together, they will guide future planning and direction for the Major Events Precinct.

VISION

*It's alive and active in Cairns.
Australia's premier regional sporting & events precinct.*

By capitalising on the competitive advantage of the Precinct's location in the heart of Cairns, two large sites will function together to provide something for everyone - from world class events and experiences to daily opportunities for sport, recreation, community activity, education and training.

Home of the Cairns Show Association's cornerstone event - the annual Cairns Show, the Showgrounds Zone will be a modern multi-functional venue that offers a diverse range of industry-leading events and attractions. Through ongoing investment, this zone will continue to grow as a contemporary and commercially viable event and recreation destination that is a feature of the City. Similarly, the Barlow Park Zone will remain the Region's premier multipurpose sporting facility attracting high levels of grass roots use, regular high-level and representative use and televised feature events. Additionally, this zone will expand as a high performance training, education and development hub.

TO ACHIEVE THE VISION, THE FOLLOWING DEVELOPMENT OPPORTUNITIES WILL BE EXPLORED



1. CAIRNS SHOWGROUNDS INFRASTRUCTURE DEVELOPMENT



4. OPEN & INVITING



2. SPORTING ASSET



5. FLEXIBLE NODES



3. HIGH PERFORMANCE HUB



6. STREETScape & PUBLIC DOMAIN INTERACTION



CAIRNS SHOWGROUNDS INFRASTRUCTURE DEVELOPMENT

Support the Cairns Show Association as the lead facility manager of the Showgrounds Zone reinforced by their infrastructure renewal priorities and commitments.

- The Show Association has a long history of conducting a highly successful annual Show and overseeing management and development of the Showgrounds (including hosting many non-Show events)
- Much of the infrastructure across the Showgrounds is a result of Show Association endeavours
- The Show Association has presented a strong financial outlook and has committed to a range of key infrastructure upgrades that can further activate the Precinct
- Council will continue to support the Show Association, to advocate for the Precinct as a premier events destination and to develop facilities in partnership with all levels of Government



Modern and inviting pavilions and function spaces will attract a wide range of activities and events that ensure the Precinct is activated year round

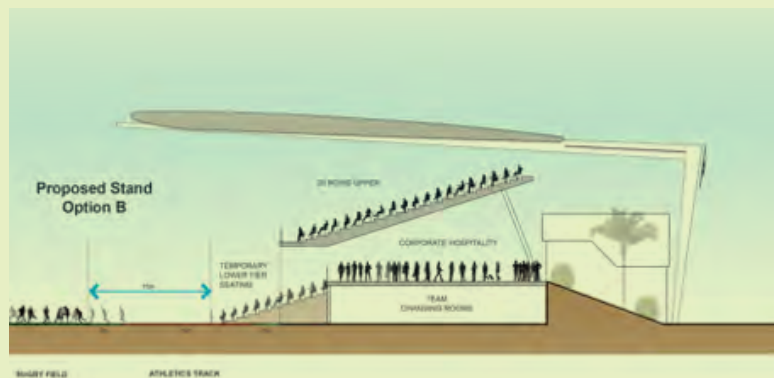




SPORTING ASSET

Continue to develop the Barlow Park Zone as the Region's premier sporting asset by leveraging off the opportunities provided through the 2023 Olympic legacy advantages.

- Infrastructure upgrades at the Barlow Park Zone will be undertaken in order to prepare the facility to host football matches for the 2032 Olympic Games (without diminishing or displacing any of the existing users)
- The Barlow Park Zone will be developed to enhance experiences for players, officials and spectators
- Development will ensure Barlow Park has a competitive advantage over other boutique stadia of similar scale in order to attract regular content (e.g. stadium design that encourages spectator socialising; technology that creates a 'home-away-from-home' experience for visiting users; attractive and flexible corporate spaces that can be activated outside formal sport use; and a unique spectator experience that reflects the tropical nature of the Region)



A multi-sport venue that provides for grass roots training through to elite competition and ensures quality experiences for players officials and spectators.





HIGH PERFORMANCE HUB

Further activate the Barlow Park Zone as a High Performance hub that specifically targets regular training opportunities, sports tourism, education options and commercial activity (such as allied health professionals, group fitness and gym options, and retail outlets).

- Building upon the existing community sport officials presence at the Barlow Park Zone, opportunity exists to further activate the site
- Investment partnership with providers such as Central Queensland University and TAFE Queensland will establish avenues for infrastructure development for education and training opportunities
- Commercial opportunities will be achieved by attracting allied health practitioners, fitness providers and cafe
- Given the key community role they play, Meals on Wheels and their facility requirements will be considered in any future infrastructure changes at the Barlow Park Zone



A busy high performance hub will be established within the Barlow Park Zone through the development of quality training and activity





OPEN & INVITING

Ensure the Major Events Precinct, its zones and individual facilities are aesthetically-appealing and inviting. Establish engaging landscaped edges and attractive fencing and gates that invite the community into the sites. Activate street frontages and undertake targeted urban and streetscape development that opens the Precinct as a key public domain. Establish pedestrian spines to link the Major Events Precinct, CBD, parking, rail connections and other community and event spaces.

- Currently, the Precinct has limited sense of arrival from much of the adjoining road network (Spence Street, Quigley Street, Severin Street nor Mulgrave Road)
- The Precinct does not take advantage of the volumes of passing traffic. The Showgrounds, in particular, is a largely 'hidden' venue
- The Precinct does little to draw in patrons to explore the facilities and activities within
- Opening the Precinct will be a catalyst for urban and streetscape improvements adding value to surrounding neighbourhoods
- The Precinct will become a valued public open space with quality active transport links along Smiths Creek, into the surrounding neighbourhoods and into the CBD
- The Precinct encourages casual use. Residents and visitors enjoy walking and cycling along a more naturalised Smiths Creek, stopping to enjoy the quality public facilities and engaging in activities across the Precinct
- Enhanced pedestrian movements are achieved across the Precinct by appropriate traffic calming initiatives on Scott Street (between Bunting Street and Severin Street)





FLEXIBLE NODES

Develop and upgrade the Showgrounds Zone by establishing innovative and flexible activity nodes whilst retaining the existing tenants that use the facility regularly.

- At present the Showgrounds is largely one large open facility split by Smiths Creek
- Smaller activity and event nodes will be created that encourage more regular concurrent uses
- Physical and visual node separation will guide patrons and create clear pedestrian connections
- Targeted infrastructure development will be undertaken to support existing tenants (Cairns City Kennel Club, Cairns BMX Club, Cairns Charity Fights etc)



Establishing flexible activity nodes will assist direct future planning and infrastructure development across the Events precinct.



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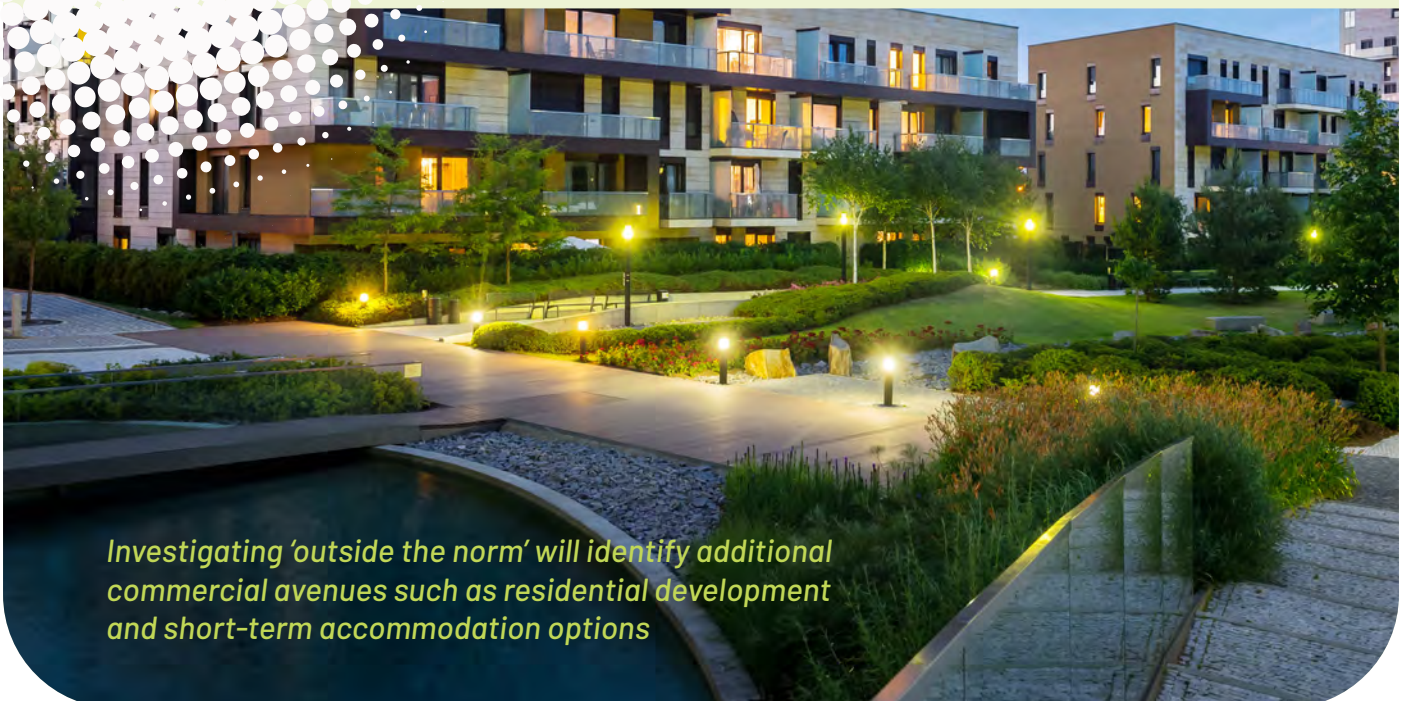
DEVELOPMENT OPPORTUNITY

Severin Street – a vibrant commercial interface with inviting views into the Showgrounds

STREETSCAPE & PUBLIC DOMAIN INTERACTION

Recognise the opportunities for a commercial 'edge' that diversifies the value proposition of the Major Events Precinct (e.g. more frequent events; residential, retail and hospitality development).

- Targeted infrastructure upgrades will greatly expand the attractiveness of the Precinct for a wide range of events and uses (e.g. multi-day country (or folk) music festival, large youth festival)
- Opportunity exists to develop commercial options that capture the surrounding neighbourhood by fronting the surrounding road network (e.g. a cafe opening out onto Severin Street)



Investigating 'outside the norm' will identify additional commercial avenues such as residential development and short-term accommodation options



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