PROJECT BACKGROUND

Logan City Council recognises the importance of tourism in achieving the City’s vision towards 2018 – Logan City: Building Our Communities, Our Businesses and Our Pride. As such, Logan City Council have commissioned the preparation of an indicative Master Plan for the Loganholme Tourism Precinct (LTP) and surrounding area, which further develops upon previous work to provide a detailed planning direction for the LTP and the City.

The indicative Master Plan for the LTP will identify particular types of development and land use that would be most suited to capitalise on tourism opportunities. It is also expected that this Master Plan will inform the new Logan City Planning Scheme currently under development. Part of the site currently has a development approval for a Zoo.

ABOUT THE SITE

The LTP is located on 50 hectares in Loganholme, half way between Brisbane and the Gold Coast. The LTP has been identified as a catalyst for future development and is located on the Pacific Motorway between the principle activity centres of Springwood and Beenleigh, as well as being close to the major regional centre of the Logan Hyperdome.

Its location, as well as its proximity and accessibility from the major centres of Brisbane and the Gold Coast, make it a prime location for tourism opportunities in Logan City.

The site links with nearby recreational areas and has the ability to connect with other parts of the City by river. The site has a number of challenges that need to be considered in its future development including site flooding (impacts 67% of the site), the need for signage to reduce confusion with road access, freeway noise, ensuring it does not adversely impact upon nearby residential communities and the perceived proximity of the sewerage treatment facility (not typically impacted due to the prevailing wind).

PRECINCT VISION

The LTP will play a key role in Logan City’s potential to offer unique and innovative tourism experiences that will appeal to locals and visitors alike. In turn, a primary aim is to boost the City’s reputation and economy and improve liveability for locals. The precinct is envisioned to become a vibrant and thriving tourism hub that is distinct from, but provides strong connectivity to other tourism developments and opportunities in Logan City.

PART A: STRATEGIC CONTEXT

The concept of developing the site as a tourism precinct aligns to a number of current local and regional strategies, plans and visionary documents.

Based on the key documents that guide the future potential of the site, the ideal use of the precinct should:

- maximise the economic returns to the City;
- enhance the positive image of the City;
- align with neighbouring uses;
- create unique river and ecotourism experiences;
- support the potential for regional events and additional indoor sporting facilities; and
- provide assets and access that encourage a healthy lifestyle (as a transit park).
REGIONAL SIGNIFICANCE
The LTP has the opportunity to capitalise on its unique location by the river and its size to grow the City’s offering in wildlife tourism, ecotourism and adventure tourism with active river engagement including opportunities for:

- a significant built tourism attraction;
- overnight accommodation (including Safari Lodge);
- community level outdoor events infrastructure;
- a range of outdoor adventure activities;
- a corridor linking parks and reserves on the river;
- riverfront barbecues and facilities;
- retail, food and beverage outlets;
- meeting and function facilities; and
- environmental education facilities.

PRECINCT SIGNIFICANCE
The LTP aims to align with the vision for other precincts including:

1. Beenleigh Town Centre;
2. Logan Central;
3. Albert River Precinct;
4. Carbrook;
5. Daisy Hill;
6. Kingston;
7. Slacks Creek/Berrinba; and
8. Veresdale.

SITE LINKAGES
The Logan City Draft 2021 Parks Strategy proposes the establishment of “a diverse network of parks to meet the community’s sporting and recreational needs and universal values, now and in the future”. The LTP will play a vital role in the open space and recreation network for Logan City. Linkages that the site will help to establish are:

- a corridor recreation park;
- marine operators hub;
- linkages to nearby sports parks that provide complementary uses to support current and planned embellishments for nearby parks; and
- linkage infrastructure such as bike paths and connections to other parks.

COMMERCIAL LINKAGES
The LTP will also link with a range of planned developments in the immediate area including the:

- Logan Hyperdome expansion (DA Lodged)
- redevelopment of the Beenleigh Rum Distillery (DA Approved);
- development of the Multicultural Tourism Village at Carbrook (Preliminary Approval);
- expansion of McNevin’s Hotel (DA Approved); and
- the proposed construction of a 10 ha Marina at Loganholme.
**LOCAL MARKET SNAPSHOT**

**South East Queensland (SEQ)**
- Australia’s fastest growing region and currently housing 70% of the State’s population.
- Residential population has increased to just over 2.5 million people in the past 25 years.
- Private vehicles remain the primary source of travel, comprising 80% of all trips taken.

**Future Predictions**
- SEQ’s population is predicted to grow to 4.4 million people by 2031.
- Up to 18% more growth is projected for the next 25 years, from 2013.
- SEQ will see an increase of more than half a million (527,000) people aged 65 years or older.
- The rapidly developing Western corridor (which includes Logan City) is set to generate a high proportion of SEQ’s new housing stock.
- Logan and Ipswich are set to capture one-third of expected growth of children aged younger than 15 years in SEQ.

**REGIONAL VISITOR SNAPSHOT**
- The Greater Brisbane region received over 5 million domestic overnight visitors and 11.6 million day trip visitors.
- 980,000 international visitors visited the Greater Brisbane region last year (YE Sept 2013).
- Over the past five years international visitation to the region has increased by 6.5%, while for Queensland as a whole this figure has only increased by 2.9%.

**Visitor Nights**
In the past year (YE Sept 2013) there were 15 million domestic visitor nights and 20 million international visitor nights. While domestic visitor nights have remained steady since 2009, international visitor nights have increased by 24%.

**Visitor Origins**
The majority of domestic visitors are from Queensland (82%) and the top three international visitor groups were New Zealand, China and Europe (YE Sept 2013).

**Average Length of Stay**
The average length of stay for domestic visitors to Greater Brisbane is 3 days. For international visitors it was 20.9 days, increasing 17% since 2009.

Planned duplication of runway at the Brisbane Airport in 2018 will give Brisbane the same air capacity as Singapore. Estimated time and distance from Brisbane Airport – 30-40 minutes, 45-50km

The Gold Coast sees approximately 11.3 million visitors per annum (YE Sept 2013)

Approximately 125,000 vehicles drive past the site on the Pacific Highway daily (24 hours)

Estimated time and distance from Gold Coast Airport – 45-60 minutes, 65-70km

Brisbane sees approximately 17.6 million visitors per annum (YE Sept 2013)
Based on investor interest in the LTP and feedback from a range of stakeholders, a variety of use options are being considered and have been assessed based on their suitability for the LTP. Each option has been reviewed according to the assessment criteria (see right column).

**BEST SUITED OPTIONS**

**Adventure Park**
An adventure park including both soft (low risk) and hard (high risk) adventure activities to appeal to a wider variety of markets such as a cable ski park, bungy, etc could be suitable for both visitors and the community.

**Minor Community Facility (including Waterpark)**
The space would provide a key community hub for residents and neighbouring communities showcasing the Logan River with facilities that have sight lines to the river (e.g. cafés with river and riverfront park views).

**Adventure Course**
An outdoor activity course such as high ropes, zorbing etc could be designed for both visitors and the local community tapping into one of the fastest growing tourism segments worldwide (adventure/adrenalin).

**Indoor Themed Attraction**
The site is well-placed and sized to build a smaller indoor themed attraction capitalising on growing interest in another themed attraction in SEQ (e.g. cultural centre, aquatic attraction) etc.

**Small Scale Adventure Sports**
The site is not ideal for a major noisy sports facility due to its size and proximity to residential areas. Small scale adventure sports could be suitable, provided the noise impacts on neighbouring residents were taken into consideration.

**Local Outdoor Events Venue**
The site is ideally suited to host small events and regular community oriented activities such as a global food market/festival subject to building appropriate events infrastructure.

**Indoor Sporting Facilities**
Based on the shortage of significant indoor sporting facilities in Logan City, a 4,000-6,000m² sports facility with a car park, aquatic and multisport venues, and flexible infrastructure could be located on the site (preferably the Western side of the site to avoid flood impacts).

**Zoos**
A wildlife attraction (including a zoo) is a suitable option for the site, this includes the potential for an open range safari-style attraction with accommodation. This would appeal to both the community and visitors, contribute to a positive image of the city, and has a smaller built footprint suited to the flood impacted site.

**ASSESSMENT CRITERIA**
In order to assess the suitability of each suggested use, the following selection criteria were used to score each option.

**Strategic Fit**
- Maximise the economic returns to the City through a major investment (not a major theme park).
- Enhance the positive image of the City.
- Align with neighbouring uses and approved developments.
- Create unique river and ecotourism experiences.
- Support the potential for regional events and new indoor sporting facilities.
- Provide assets and access that encourage a healthy lifestyle (as a transit park).

**Market Appeal**
- Precinct needs to appeal to the local market, especially those under 15 years.
- Grow a number of emerging niches including food tourism, events, ecotourism/wildlife and adventure tourism.
- Needs to have appeal to international markets to capitalise on anticipated national growth.
- Create ‘bookable’ product for the City, that is commercial attractions, which are currently limited in the City.
- Support the growth of investment in new accommodation for the City.

**Planning Fit**
- The site will only accommodate minor flood immunity measures, thus uses below the Q10 will need to be flood tolerant.
- The site has a number of environmental overlays (acid sulphate, vegetation management, wetlands and waterways) as such a sensitive development footprint will be preferable.
- The site will be best suited to moderate volume car-based travel or peak public transport demand rather than a high reliance on year round public transport.
- Options with a smaller built footprint below the Q10 flood line will require less flood immunity support.
COMPLEMENTARY USES

In order to maximise the site’s tourism potential, the following complimentary uses have been suggested as potential additions to the preferred options.

River Access and Engagement

As marine tourism grows on the river and an increasing number of operators seek to run commercial tours, the LTP could become a suitable location for a future marine operators node. However due to the lack of established attractions this is not possible until critical mass is built. In the short to medium term this stretch of the river is better suited for activation through pontoons, a river walkway and bikeway and stopping places for picnics with shade, barbeques and basic facilities.

Environmental Education Facility

Aligned with the growing outdoor education trends in Australia, the addition of an environmental education facility at the LTP would appeal to a variety of markets, including School Groups.

Caravan And Camping Facility

While not a high-yield or high-profile use of the LTP, the land is suitable for use as a caravan and camping facility with its access to the river, the type of flood land (backwater not rapid water flood), and its proximity to the highway.

Food, Beverage & Retail Markets

Having a food, beverage and retail market at the LTP could develop the region in a central hub for boutique shopping and dining. It would also be a great place to showcase local talent, support local business and utilise its riverfront views.

UNSUITABLE OPTIONS

Based on the market assessment, site size, slope and surrounding use suitability and investor feedback the following uses are not considered suitable for the LTP.

Major Community Facility

With little space available above the flood levels, a major community hub for residents and neighbouring communities is unlikely.

Major Sports Stadium

A major outdoor sports precinct or convention centre has limited potential, due to the significant ground works required (e.g. concrete pylons, raised platform) and lack of rail.

Major Outdoor Events Venue

The site may not be well suited to a major outdoor events venue due to option of a Zoo, both in terms of impacts of noise on the animals. Should a Zoo not proceed this use could be reconsidered.

Motorsports Facility

Typically, motorsports precincts are between 5-100ha with a large (5-6km) buffer to residential areas. The site is not large enough and it has limitations due to its proximity to residential areas.

Major Theme Park

The LTP’s flood prone nature, the proximity of the sewerage treatment plant and its comparatively small size make it less attractive for a major theme park.

Golf Course

While the site is easily accessible, it is not large enough for a championship golf course.

Convention Centre

The site is not ideal due to the lack of rail access, the steep slope requiring flood mitigation, and the proximity of the sewerage treatment plant.
PART D: PLANNING CONSIDERATIONS

ZONING IMPLICATIONS

Zone Codes
Under the draft Logan City Planning Scheme, the site has been zoned as a Specialised Centre (Loganholme Tourism Precinct), with the riverfront area listed as a Recreation and Open Space Zone (Constrained Open Space).

Specialised Centre Zone (LR)
The purpose of the Specialised Centre Zone code is to:
(a) compliment principal centres, major centres and district centres; and
(b) provide:
   (i) a specific range of principal centre activities; or
   (ii) a specific function.

Recreation and Open Space Zone (CO)
The purpose of the Recreation and Open Space Zone code is to provide for a range of sporting, recreation, leisure, cultural and educational activities and parks of varying scale that serve the recreation needs of residents and visitors.

Constrained Open Space precinct:
1. land uses comprises:
   a) Outdoor sport and recreation;
   b) incidental uses being Caretaker’s accommodation, Club, Community use, Food and drink outlet, Function facility, Home based business, Landing, or Park;
2. development has a landscape or natural environment character.

LOGANHOLME TOURISM PRECINCT CONSTRAINTS

Vegetation management & conservation
The Riverside Park identified in the planning scheme lays within the LTP, immediately adjacent to the Logan River. This land is reserved for conservation use only which means that limited development, other than recreational parkland will be allowed within this area.

Flooding
Flood maps of the site indicate that a large part of the 50 hectare block falls beneath the Q100 flood line (refer to Q100 Flood Level Image). This means that development of areas below this level will be highly restricted, and may require flood mitigation measures and/or replacement of the floodplain storage areas.
TRANSPORT

While the LTP is served by major transport infrastructure, the site itself must be accessed via a service road, which is confusing to first time users and has limited opportunity for expansion as it is bounded by the Motorway. While improved access would be ideal, it is not on the 20 year Transport and Roads Implementation Program (TRIP) of the Department of Transport and Main Roads (DTMR).

An application has been approved to create a new bus stop on the service road, at the entrance to the approved Zoo development. Through the planning for the proposed Zoo, DTMR has required two new bus stops on the Pacific Highway Service Road; however, they will cater for Zoo patrons only. For a tourism and events precinct a Translink ‘premium stop’ or ‘signature stop’ would be necessary. There are no plans for any significant DTMR works in the area. The site is located 3km from Beenleigh train station (8 minutes drive).

PLANNING AND DESIGN CONSIDERATIONS

There are currently three key opportunities for investment at the LTP: the previous golf driving range, previous Gambaro land and the opportunity of a potential Safari Lodge. Each has the potential to compliment the other and to develop the site into a premier tourism precinct for both Logan City and SEQ.

Approved Zoo and Proposed Safari Lodge

- 26.74ha (Council owned land).
- 60 visitor accommodation.
- South West corner of Zoo potential stage 2 site (within Open Range Safari Park).
- Stage 1 principally above flood level, Stage 2 below Q100 flood level.
- Elevated location overlooks entire precinct.

LOT No: 1 ON RP864113 (Former Golf Driving Range)

- 4.473ha (Council owned land).
- Road frontage (Pacific Highway).
- Adjacent to McNevin’s Hotel.
- Dominant overlays: Acid sulfate soils, biodiversity area, flooding hazard.
- Planning constraints: Limited road frontage, mild slope, within 100yr flood line, highway noise, noise constraints.

LOT No: 1 On SP114862 (Former Gambaro Land)

- 7.195ha (Council owned land).
- Road frontage (Pacific Highway).
- Adjacent to McNevin’s Hotel.
- Adjacent to riverfront parklands.
- Dominant overlays: Acid sulfate soils, biodiversity area, flooding hazard, steep slope, waterway corridor.
- Planning constraints: Limited road frontage/access, below Q100 levels, highway noise, noise constraints on nearby residential areas.

PLANNING SCHEME ALIGNMENT

Based on the identified suitable and unsuitable options, the project team have reviewed the draft Planning Scheme and provided ten recommendations:

1. support the Special Use classification given to the LTP;
2. nominating a wider-range of uses as Code Assessable;
3. defining some additional uses that the draft Planning Scheme does not list as Code Assessable;
4. inclusion of the shopping centre use as appropriate development (subject to the conditions below);
5. providing for shop and food and drink outlet uses, of a greater scale than 200m² before triggering Impact Assessment;
6. the intent statement for the Zone Precinct must be updated to reflect the additional uses included as appropriate in the zone;
7. the statement around “Shop” uses places a high level of proof and burden on the applicant to justify;
8. consideration of future residential uses (as Impact Assessable) provides greater flexibility to the future use of the site;
9. amend the Level of Assessment for a number of land uses that are considered to complement likely tourism opportunities on the site, particularly if a zoo themed park is proposed or another similar land use activity; and
10. additional descriptors of the tourism vision for a number of precincts in Logan City is recommended to be included in the Strategic Framework.
PART E: LOGANHOLME TOURISM PRECINCT MASTER PLAN

The LTP has the potential to become a vibrant and thriving tourism hub that is distinct from, but provides strong connectivity to, other tourism developments and opportunities in Logan City. The LTP offers a number of investment opportunities for outdoor adventure, nature-based, and wildlife tourism ventures plus a number of community and retail opportunities.

The potential for each element of the precinct are described below:

RIVERSIDE PARK: The Riverside Park is an important ‘transit park’ for the City, linking sporting and recreational facilities on both sides of the Logan River.

The park has the potential to provide a number of river engagement opportunities including pontoons, viewing platforms, and event spaces in addition to the walking and bike paths. As demand grows the site could also be the location of a future marine tourism facility or a ferry terminal.

LOT NO.1 ON RP864113: While the Eastern portion of the site is flood affected, the majority of this site is above Q100 flood levels with potential for a wide range of tourism facilities from indoor sports to wildlife, adventure and nature-based tourism facilities.

LOT NO.1 ON SP114862: Accessible from the service road, this site links directly to the Riverside Park offering great views of the river. While the site is entirely below the Q100 flood levels it could be re-contoured to provide flood free access and usable land while maximising the natural wetlands for eco and adventure tourism pursuits.

DTMR & PRIVATE LAND: The DTMR land is earmarked for future transport corridor development (no timeframe) and the private blocks have potential for alternative commercial use subject to negotiation with the owners.

LOTS RP139536, RP221166, RP101652 & SP101446: This is the location for the approved and proposed development of the Zoo. The Western side of the precinct is the area least affected by flood, with road access & utilities, and is therefore the area planned for the majority of built infrastructure.
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ACRONYMS
ALOS Average Length of Stay
CBD Central Business District
DA Development Approval
DTMR Dept. Transport & Main Roads
DTP Destination Tourism Plan
EDS Economic Development Strategy
LTP Loganholme Tourism Precinct
SEQ South East Queensland
VFR Visiting Friends and Relatives
YE Year Ending

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ACRONYMS
ALOS Average Length of Stay
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SEQ South East Queensland
VFR Visiting Friends and Relatives
YE Year Ending
Logan City Council recognises the importance of tourism in achieving the City’s vision towards 2018 – Logan City: Building Our Communities, Our Businesses and Our Pride. As such, Logan City Council have commissioned the preparation of an indicative Master Plan for the LTP and broader City, which further develops upon previous work to provide detailed planning direction.

The indicative Master Plan will identify particular types of development and land use that would be most suited to capitalise on this tourism opportunity as well as explore other flow-on tourism opportunities in the City.

The key components of this Master Plan will inform the draft Logan City Planning Scheme, which has been reviewed for the purpose of this project and the site use options assessment based on investor interest in the site, feedback from a range of stakeholders and their suitability for the site identified in the Site Options Paper (February 2014).

Part of the LTP currently has a Development Approval a Zoo, which informs and relates to this Master Plan and the current Planning Scheme. The current Planning Scheme also supports a range of suitable complementary uses as identified in the Site Options Paper (February 2014). Incorporating these elements, this Master Plan is looking at highest and best use and complementary activities.

**KEY OBJECTIVES OF THE MASTER PLAN**

- Provide detailed planning guidance to develop the LTP into a vibrant and thriving tourism hub that is distinct from, but provides strong connectivity to other tourism developments and opportunities in Logan City.
- Provide stronger definitions and further understanding of the potential uses outlined in the draft concept Master Plan.
- Ensure that LTP fulfils its potential as a major tourism destination in Logan City.
- Develop an accessible Master Plan that can be taken to the market to promote the opportunities to appropriate investors.
- Ensure the Master Plan is grounded in market realities and provides advice on potential timeframe for development.
- Outline key strategies for addressing various site constraints.
- Activate the Logan River and provide connectivity to other possible developments along the River.
- Maximise the Pacific Motorway frontage.
- Identify opportunities for broader tourism development in surrounding and connecting parts of the City.
- Protect the precinct from incompatible or non-ideal developments, which are more appropriately located in other centres within Logan City.
- Take into consideration existing agreements in place in the tourism precinct.

**Figure 1: Project Timeline and Process**

<table>
<thead>
<tr>
<th>Phase</th>
<th>Details</th>
<th>Date</th>
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<tbody>
<tr>
<td>Phase 1: Project Mobilisation</td>
<td></td>
<td>December 2013</td>
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<tr>
<td>Phase 2: Desktop Audit and Gap Analysis</td>
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<td>January 2014</td>
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<tr>
<td>Phase 3: Options Analysis</td>
<td></td>
<td>February 2014</td>
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<tr>
<td>Phase 4: Draft Loganholme Tourism Precinct Master Plan</td>
<td></td>
<td>March 2014</td>
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<tr>
<td>Phase 5: Final Loganholme Tourism Precinct Master Plan</td>
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<td>July 2014</td>
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Logan City has the potential to offer unique and innovative tourism experiences that will appeal to locals and visitors alike and, in turn, boost our City’s reputation and economy and improve liveability for locals.

- Logan City Tourism Strategy (2013)
ABOUT THE PRECINCT

The LTP is located on a 50 hectare block of land strategically situated on the Pacific Motorway at Loganholme. This land is situated between the key centres of Springwood and Beenleigh, and close to the major regional centre of the Logan Hyperdome.

Its close proximity and easy accessibility from the major city centres of Brisbane and the Gold Coast make this a prime location for the exploration of tourism opportunities for Logan City (Figure 2).

Figure 2: Location and Map of Loganholme Tourism Precinct

The LTP offers a rare opportunity in Logan City. There are very few large sites between Brisbane and the Gold Coast along the Pacific Motorway which are located on the river.

The LTP’s linkages with nearby recreational areas, its ability to connect with other parts of the City by river and its accessibility to the Motorway are clear strengths. The sites weaknesses are the significant amount of land that is flood prone, the difficulty of accessing the site from the motorway due to the confusing roads, and its proximity to the sewerage treatment facility.

This report is broken down into five sections:

1) Part A: Strategic Context;
2) Part B: Market Trends;
3) Part C: Ideal Future Use Options;
4) Part D: Planning Considerations; and
5) Part E: Master Plan.

Sections A, B and C inform Part D, the planning context. Each of the three parts contribute to an understanding of possible future uses proposed for the site and to identify a ‘highest and best use’ for Council and assess implications of suitable uses against the draft Planning Scheme. Part E summarises the findings from throughout the report into a succinct plan for the future of the precinct.
THE PRECINCT VISION

The Logan City Tourism Strategy (2013) highlights Logan City’s potential to offer unique and innovative tourism experiences that will appeal to locals and visitors alike. This will in turn, boost the City’s reputation and economy and improve liveability for locals. The LTP will play a key role in realising this potential.

Future development in the LTP shall therefore maximise the Pacific Motorway frontage, activate the Logan River and provide connectivity to other possible developments along the River. The LTP is envisioned to become a vibrant and thriving tourism hub that is distinct from, but provides strong connectivity to, other tourism developments and opportunities in Logan City.

The development of the LTP aligns with the strategic directions of Logan City and aims at:

- maximising the economic returns to the City through a major investment;
- enhancing the positive image of the City;
- aligning with neighbouring uses and planned developments in neighbouring precincts;
- aligning with other opportunities for broader tourism development in surrounding and connecting parts of the City;
- creating unique river and ecotourism experiences;
- providing assets and access that encourage a healthy lifestyle (as a transit park); and
- supporting the potential for community events and a future retail and dining precinct but not major outdoor sporting (e.g. stadium) or major conference facilities (e.g. a convention centre).

WHY A MASTER PLAN?

With the recent development approval of a Zoo, the new Logan City Council Planning Scheme, the recent release of its Tourism Strategy and the Queensland 20 Year Tourism Plan, it is timely to have a look at the highest and best use of the LTP and what is needed to help it gain national attention.

In particular, the Master Plan needs to look at complementary uses to the approved development in the LTP and other potential tourist development options, as well as the planning considerations of the site’s linkages and future growth. The Master Plan is also expected to identify other connecting and potential tourism development sites in the surrounding area and city wide considerations.
ZOO

A Zoo, as highlighted in Figure 3 was approved by Council on 24 January 2014. The Zoo proposes to exhibit 100 species with more than 200 individual animals providing visitors a unique and exciting experience in a natural environment. The Zoo will provide education and awareness through displays, staff and unique animal interaction opportunities empowering the community to be involved in the conservation of wildlife and their environment.

PLANNED ZOO DEVELOPMENT STAGE 1

Stage 1 of the planned development approved (see Figure 4) includes modern enclosures, a global conservation ethos, education facility and elevated walkways to create a spectacular facility.

The approved Zoo plans to include an entry building with café, dining and function rooms, toilets, kitchen and gift shop within an existing building, and the park itself will include a reptile enclosure, farm animal enclosure, zoo keepers office, amphitheatre, education centre and large open spaces for wet and dry land animals.

Figure 3: Approved Zoo Development Stage 1

Figure 4: Detailed View of Potential Zoo Development Stage 1
PROPOSED DEVELOPMENT

ZOO PROPOSED DEVELOPMENT STAGE 2

Stage 2 includes the proposed development of an African Open Range Safari Park with a Safari Lodge style on-site accommodation for up to 60 people.

This development would make the site nationally significant, competing with the likes of Werribee and Dubbo for the mantle of best open range zoo in Australia. In Australia, wildlife tourism has grown by 15% over the past year supporting the development of an immersive experience in SEQ such as an overnight Safari Lodge. Targeting both the domestic and international markets it represents an opportunity for growth in a new sector.

The Safari Lodge could be located in the South West corner of the site which is on a natural knoll above the flood level providing an ideal site to look over the entire precinct and down to the river.

Figure 5: Zoo Proposed Development Stage 2

Taj Safari Lodge, India

Western Plains Zoo, Dubbo, Central NSW
PART A:
STRATEGIC CONTEXT
STRATEGIC CONTEXT

The LTP was first identified as having tourism potential in the 2008 Tourism Strategy Scoping Study. The concept of developing the site as a tourism precinct aligns to a number of current local and regional strategies, plans and visionary documents. While commercial tourism is in its early stages in Logan City, the future potential of the site is to act as a catalyst for tourism development. Some of the key documents that guide the future potential of the site are outlined in the following table:

<table>
<thead>
<tr>
<th>STRATEGY/PLAN</th>
<th>ALIGNMENT TO TOURISM/LOGANHOLME TOURISM PRECINCT</th>
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<tr>
<td><strong>LOCAL</strong></td>
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| **Corporate Plan 2013-2018**<br>Logan City Council (2013) | The Logan City Council Corporate Plan identifies seven priorities to 2018:  
1. Build major infrastructure;  
2. Build the City’s image;  
3. Building the City’s economic base;  
4. Build the environment;  
5. Build service excellence;  
6. Build community wellbeing; and  
7. Manage growth in the City.  
As a priority focus for Priority 3, the City plans to enhance its focus on tourism, including eco-tourism opportunities. |
| **Logan City Economic Development Strategy (EDS) 2012-2016**<br>Logan City Council (2012) | The Logan City EDS outlines the priorities and opportunities identified for the growth of the City to 2016, with the vision to build the City’s global competitiveness, become a leading City in the digital economy, create one of the most competitive investment destinations in Australia and support development of enhanced quality of life for residents and businesses. The Plan revolves around six key economic development themes:  
1. New investment;  
2. New opportunities;  
3. Industry growth;  
4. New information;  
5. New image; and  
Although tourism growth crosses into each of these key themes, the EDS specifically identifies Loganholme as a significant industry and retail investment centre with an emerging tourism precinct. Continued growth in the sectors of industrial, warehouse, retail development and tourism in Loganholme are a key focus to 2016, as well as the protection, redevelopment and enhancement of existing assets and infrastructure. |
| **Logan City Tourism Strategy**<br>Logan City Council (2013) | A Logan City Tourism Strategy was recently prepared as a response to the growing interests and needs of the mixed tourism and leisure sector. It outlines the benefits of tourism for the region and highlights the fact that this remains a fairly untapped market for Logan City with plenty of room to grow as a more significant economic contributor. Key opportunities identified for the region include:  
• Developing eco-tourism and nature-based experiences;  
• Creating special events and sports tourism opportunities;  
• Creating unique river experiences;  
• Tapping into the Visiting Friends and Relatives (VFR) market;  
• Cross promoting experiences; and  
• Creating multi-product packages across accommodation attractions and retail experiences. |
## STRATEGIC CONTEXT

<table>
<thead>
<tr>
<th>STRATEGY/PLAN</th>
<th>ALIGNMENT TO TOURISM/LOGANHOLME TOURISM PRECINCT</th>
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</thead>
<tbody>
<tr>
<td><strong>LOCAL</strong></td>
<td></td>
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</tbody>
</table>
| *Logan City Tourism Scoping Study and Action Plan*  
  *Prepared for Logan City Council (2008)* | This study was developed in tandem with the update of the 2003 Economic Development Strategy for the City. The report highlighted that a tourism and lifestyle focus in Logan City can play a key part in shaping and supporting high value growth in the City over time. Loganholme was noted as an important part of the City’s landscape, bushland and habitat values and that the area is one of the best locations in the City for the development of nature based and ecotourism opportunities. As such, a Loganholme wetlands development was endorsed as a catalyst project. |
| **Logan City Draft 2021 Parks Strategy**  
  *Logan City Council (in preparation)* | A Draft 2021 Parks Strategy is being prepared which identifies the following vision for the area around the LTP, located in the East Planning Sector for the Parks Network, which is identified as one of the fastest growing areas of the City with a predicted 7,443 residents in 2009 to 9,196 in the East Planning Sector by 2021 (a 23.6% increase, making it one of the top ten growth areas of the City):  
  - The vision is: “A diverse network of parks to meet the community’s sporting and recreational needs and universal values, now and in the future.”  
  - At 30 June 2009, there was a 51.4 ha undersupply of district recreation parkland in the East Planning Sector against the park network desired standards of service, by 2021, the deficit is expected to increase to 54.8 hectares;  
  - Following application of the affordability modelling process undertaken by Council, no further parkland is identified for acquisition by 2021 within the East Planning Sector; and  
  - The Strategy also outlines flood conditions for parks, and, under these conditions, the LTP site would only be able to be used as a transit park unless flood immunity work is done. |
| **REGIONAL**  |                                                 |
| *South East Queensland Regional Plan 2009-2031*  
  *Queensland Government (2009)* | The SEQ Regional Plan has been prepared to manage the regional growth and change for SEQ in the most sustainable way to protect and enhance the quality of life in the region. The Plan identifies Logan City as a key area that could accommodate significant levels of residential and employment growth to alleviate Southern growth pressures from areas such as the Gold Coast. As such, the Logan City area is expected to see a large population increase to 2031. |
## IMPLICATIONS FOR THE LOGANHOLME TOURISM PRECINCT

The ideal use of the precinct should:

- maximise the **economic returns** to the City;
- enhance the **positive image** of the City;
- align with **neighbouring uses**;
- create **unique river and ecotourism** experiences;
- support the need for **spaces for community events** and indoor sporting facilities; and
- provide assets and access that encourage a **healthy lifestyle** (as a transit park).

### STRATEGY/PLAN | ALIGNMENT TO TOURISM/LOGANHOLME TOURISM PRECINCT
---|---
**REGIONAL** Cont. | 

**South East Queensland Investment Review Briefing Paper**  
*Prepared for the SEQ Council of Mayors (2012)*

With the SEQ’s current strong economic position, the region is rapidly becoming of interest to investors, especially from a tourism standpoint. Recognising this, and the future growth potential of tourism in the SEQ region, the SEQ Council of Mayors commissioned this report to identify the barriers to investment in new tourism product and infrastructure in the region to assist in helping to better streamline this process.

**Gold Coast Destination Tourism Plan**  
*Gold Coast City Council, Gold Coast Tourism (2013)*

The Gold Coast DTP has been prepared to provide one vision and one voice that will guide the future development and delivery of tourism on the Gold Coast to 2023. The Plan identifies six strategy areas for the Gold Coast:

1. Stronger partnerships;
2. Balanced portfolio of markets;
3. Infrastructure and investment;
4. Quality, service and innovation;
5. Iconic experiences; and

**Greater Brisbane Destination Tourism Plan**  
*Brisbane Marketing (2013)*

Although the Greater Brisbane DTP is still in development, strategic directions emerging from the DTP consultation process will be based around the following six key themes:

1. Preserving our nature and culture;
2. Offering iconic experiences;
3. Targeting a balanced portfolio of markets;
4. Delivering quality, great service and innovation;
5. Building strong partnerships; and
6. Growing investment and access.
The LTP has the opportunity to capitalise on its unique location by the river and its size to grow the City’s offering in tourism, with active river engagement including opportunities for:

- a significant built tourism attraction;
- overnight accommodation;
- community level outdoor events infrastructure;
- a range of outdoor adventure activities;
- a corridor linking parks and reserves on the river;
- riverfront barbeques and facilities;
- retail, food and beverage outlets;
- meeting and function facilities; and
- environmental education facilities.

The LTP aims to align with the vision for other precincts in the City. These include:

1. Beenleigh Town Centre
   Major tourism facilities including sporting, convention centre, and tourism accommodation.

2. Logan Central
   Major events infrastructure including a convention centre, arts and cultural tourism precinct.

3. Albert River Precinct
   Major outdoor events infrastructure, major and minor tourism attractions, and tourism accommodation.

4. Carbrook
   Resort development, wineries, adventure and ecotourism, river engagement and tour operations and marina development.

5. Daisy Hill
   A regionally significant outdoor recreation and adventure tourism hub with potential for ecotourism.

6. Kingston
   Grow current and future adventure and ecotourism, and events infrastructure.

7. Slacks Creek/Berrinba
   Ecotourism and educational facilities, including tour operations.

8. Veresdale
   Rural tourism experiences related to retail, food and beverage sales.
RECREATIONAL LINKAGES

“A diverse network of parks to meet the community’s sporting and recreational needs and universal values, now and in the future.”

Logan City Draft 2021 Parks Strategy

Development, planning and design of a ‘Parks Network’ is required to provide a quality, integrated, open space network for Logan City’s increasing population.

The LTP, located in the East Planning Sector for the Parks Network, is identified as one of the fastest growing areas of the City, with a predicted growth from 7,443 residents in 2009 to 9,196 by 2021 in the East Planning Sector (a 23.6% increase, making it one of the City’s top ten growth areas). However, following application of the affordability modelling process undertaken by Council, no further parkland is identified for acquisition by 2021 within the East Planning Sector. Further, in terms of flood immunity, the LTP is only suited to being a ‘Corridor Recreation Park’ due to its significant Q10 Flood levels.

Some of the key linkages are provided below:

1) A CORRIDOR RECREATION PARK

As a Corridor Recreation Park (see ‘1’ on the map below) the space would be required to have the following under the Draft 2021 Parks Strategy:
- bins and drinking water every 5km;
- fencing/bollards;
- fitness equipment and interpretative signage;
- landscaping and path lighting;
- walking and bike path; and
- seating, shading and signage.

2) MARINE OPERATORS HUB

This location also lends itself to the additional embellishments of platforms/pontoons capable of servicing commercial vessels as well as providing access for kayaks/canoes once work is done to improve the water quality in this reach of the river.

3) LINKS TO SPORTS PARKS

City-wide, an estimated additional 51ha of Metropolitan sports parks are required to meet the needs of the 2021 population.

An important role for the LTP is to consider linkages to the nearby sports parks and providing complementary uses such as skate facilities and water-based activities to support the current and planned embellishments for the nearby parks (see Figure 8).

4) ADDITIONAL INVESTMENTS

Some additional investment in linkage infrastructure and design will assist in facilitating the broader vision for the City:
- a bike path along a Corridor Recreation Park with links to the ‘Red Bridge’ over the river;
- improving the design and appeal of the under freeway path to the Red Bridge;
- connections to the parks West of the freeway (e.g. Tudor Park); and
- linking Logan River Parklands to Alexander Clark Park (see over) and then linkages to the Doug Larson and Chris Green parks.
Recreation Corridor

Alexander Clark Park
- A Metropolitan Recreation Park
- Adventure playground areas
- Basketball half court
- Dog off-leash areas
- Fitness equipment
- Volleyball area
- Picnic shelters/Electric barbecues
- Boat ramp/Pontoon
- Pathways/bikeways
- Toilet facilities
- Memorial Feature - Southern Cross Windmill & plaque
- SSSI Q150 Commemorative Survey Mark* (GPS unit verification point)

Bookings 2013: Events (3), Social Functions (17), Weddings (2)

There are no immediately planned upgrades for this park.

Logan River Parklands
- A Metropolitan Recreation Park;
  It is well used with car parking provisions being a major issue
- Flood constraints severely impact on further development at this park
- Current embellishments include:
  - Adventure playground areas
  - Dog off-leash areas
  - Fitness equipment
  - Volleyball area
  - Picnic shelters/Electric barbecues
  - Boat ramp/Pontoon
  - Pathways/bikeways
  - Toilet facilities
  - Memorial Feature - Southern Cross Windmill & plaque
  - SSSI Q150 Commemorative Survey Mark* (GPS unit verification point)

Bookings 2013: Events (2), Social Functions (12).

A new playground is being installed in February 2014 to extend the existing play facilities on offer at this park.

*Note: SSSI Q150 Commemorative Survey Marks Program: was a Q150 funded project to establish a network of Permanent Survey Marks throughout Queensland. The Permanent Marks are located so that visitors and the community can verify, and gain confidence in, their GPS units.

Doug Larsen Park
- A District Recreation Park
- The current embellishments at this park include:
  - Adventure playground areas
  - Basketball halfcourt
  - Bridges
  - Electric barbecues
  - Fitness equipment
  - Picnic shelters
  - Observation Deck
  - BMX track
  - Skate facility
  - Toilet facilities
  - Pathways
  - Memorial plaque - 75th Red Cross year

Bookings 2013: Events (2), Social Functions (11).

Doug Larsen is a more challenging skate facility that users move onto after Tudor Park.

Chris Green Park
- A Sport Metropolitan Park
- Further upgrades planned by 2016 including more recreational opportunities outside of the current leased areas (e.g. pathways, wetland upgrade, boardwalks, fitness stations) in consultation with community

Tudor Park
- Funding proposed to upgrade Tudor Park in 2014/15 with a new playground and associated picnic facilities and a new relocated skate park
- The skate park will target beginner to immediate level skills

Loganholme Tourism Precinct Master Plan

Figure 8: Recreational Linkages Map

Chantilly Park

Alexander Clark Park
- A Metropolitan Recreation Park
- Major sport and recreation parks that service the whole city:
  - Adventure playground areas
  - Basketball half court
  - Dog off-leash areas
  - Fitness equipment
  - Picnic shelters/gazebos
  - Viewing platform
  - 9-hole disc golf course
  - Pathways/bikeways
  - Pontoon
  - Toilet facilities
  - Woodfired barbecues

Bookings 2013: Events (3), Social Functions (17), Weddings (2)

There are no immediately planned upgrades for this park.
LTP SIGNIFICANCE

Some previous work examining the potential of the LTP is summarised below.

LOGAN TOURISM AND EXPO PRECINCT CONCEPT MASTER PLAN REPORT

Prepared by Tract Consulting for Logan City Council

A Tourism and Expo Precinct Concept Master Plan was done on the LTP in 2011 which was selected based on its exposure and access from the Pacific Motorway. The Master Plan proposed three sub-precincts within the 50 hectare site:

- **Sub-Precinct 1: Tourism Oriented Development**: A major tourism attraction such as a theme park, zoo or wildlife sanctuary that would draw holiday makers and day trippers from Logan City and surrounding areas.

- **Sub-Precinct 2: Accommodation, Conference Facility and Outdoor Entertainment**: Supporting the business-centres nearby through the provision of accommodation and conference facilities including a golf driving range, aquatic facilities, outdoor leisure activities and an outdoor theatre.

- **Sub-Precinct 3: Riverside Park**: A passive, open public space along the river. Proposed elements included lookout points, a playground, community barbeques and picnic facilities, boat ramp access to Moreton Bay and fishing opportunities.

SOCIAL & ECONOMIC IMPACT ASSESSMENT OF A LOGANHOLME TOURISM PRECINCT DEVELOPMENT

Prepared by AECgroup for Logan City Council

A Social & Economic Impact Assessment of the site was conducted in 2011 as a follow up to the Precinct Concept Master Plan Report to assess the social and economic benefits of a tourism and recreational development to the broader community.

Report findings concluded that the development of a tourism and expo precinct would have significant economic benefits to the broader Logan City economy through both construction and operational development phases. It was estimated that the construction of a tourism oriented development/major tourism attraction could see upwards of $47.9 million during the construction phase and $14.2 million in annual operation of the site.

Development would also provide numerous social benefits to the region including enhanced family and community interaction and cohesion, job creation, education and training and health related benefits.

*Figure 10: Site Linkages Map (Tract Consulting, 2011)*
In the immediate area there are five key developments that have already been considered or are approved and need to be considered in the LTP (see Figure 11). These are:

1. **LOGAN HYPERDOME EXPANSION (DA Lodged)**
   Expansion of the shopping centre and relocation of the home centre. Under the plan, the home centre will be relocated to join the rear of the cinemas and going to three levels for an extra 40,525sqm of floor space.

2. **BEENLEIGH RUM DISTILLERY (DA Approved)**
   Redevelopment of the existing heritage listed distillery site which includes construction of manufacturing and storage vats, museum, bar/tasting area, shop and cellar door, courtyard/deck, offices, amenities and car parking.

3. **MULTICULTURAL TOURISM VILLAGE (Preliminary Approval)**
   Proposed tourism accommodation, commercial/retail, lake, swimming pool, function centre and car parking facilities. The Hotel will comprise 220 rooms, plus another 200 multi-room themed villa units/residences. Access to the site will be via Reidel Road and via a proposed pontoon on the Logan River.

4. **MCNEVIN’S HOTEL EXPANSION (DA Approved)**
   An expansion of the accommodation facilities to a five star property (to coincide with the Gold Coast 2018 Commonwealth Games) with 47 units, underground car parking, roof space converted to a bunkhouse (dorm style accommodation), and extension of the restaurant and function space to a capacity of 200-300 people.

5. **MARINA (DA Lodged)**
   This proposal involves the construction of a 10 ha marina and associated facilities including a marina basin for wet berths, dry storage sheds, shops, a clubhouse, car parking and ancillary facilities. A dedication of 21.9 ha of public open space is also proposed and hours of operation are suggested from 5:30am – 10pm daily. Access is via Dulwich Street.

**STRATEGIC SELECTION CRITERIA**

Based on the information provided the following selection criteria are used to define the highest and best use:

- maximise the **economic returns** to the City through a major investment (not a major theme park);
- enhance the **positive image** of the City;
- align with **neighbouring uses** and planned developments including those in neighbouring precincts;
- create unique **river and ecotourism** experiences;
- support the potential for **regional events** and **indoor sporting facilities**; and
- provide assets and access that encourage a **healthy lifestyle** (as a transit park).
PART B: MARKETS & TRENDS
LOCAL MARKET SNAPSHOT

SOUTH EAST QUEENSLAND

- Australia’s fastest growing region and currently housing 70% of the State’s population.
- Residential population has increased from approximately 1.5 million people to just over 2.5 million people in the past 25 years.
- Major sectors by employment include health care and social assistance, retail trade, construction, manufacturing and education and training.
- Private vehicles remain the primary source of travel, comprising 80% of all trips taken.

FUTURE PREDICTIONS

- SEQ Population estimates are predicted to grow to 4.4 million people by 2031 and an additional 754,000 dwellings will be required.
- Up to 18% more growth is projected for the next quarter century.
- Gross regional product for SEQ is expected to more than double from $89.8 billion in 2006 to $203.6 billion in 2026.
- SEQ will see an increase of more than half a million (527,000) people aged 65 years or older.
- The rapidly developing Western corridor (which includes Logan City) is set to generate a high proportion of SEQ’s new housing stock.
- Logan City and Ipswich are set to capture one-third of expected growth of children aged younger than 15 years in SEQ.

LOGAN CITY AT A GLANCE

- One of the largest cities in Queensland.
- Consists of 63 suburbs across 12 government electoral divisions.

Population

- Currently over 300,000 residents and is expected to grow by almost 175,000 by 2031.
- Approximately 31% of the population is under 20 years of age with the median age being 33 years.
- Home to a very diverse community, with 215 nationalities and ethnic groups represented.

Employment

- Has approximately 98,652 local jobs and 19,000 local businesses.
- Gross Regional Product in 2012 was $9.26 billion.
- Key industry sectors include retail trade, manufacturing, education and training, health care, construction and food and beverage services and this diverse economy is expected to continue to grow.
- The unemployment rate sits at 7.4% which is higher than the regional average of 5.5%.
- Almost half (47%) of residents work outside of the City.

Transport

- Logan City has an extensive road network which includes two major motorways and a highway which connect the region to both Brisbane and the Gold Coast.
- The City also has seven train stations, five bus transit centres and 43 bus routes.
- The present geographic distribution of growth in the region has caused difficulties in servicing public transport as the urban sprawl has made it difficult to ensure sufficient patronage.

Other emerging issues that have been identified include an ageing population, higher density living, changing lifestyles, pressure on natural resources, conservation values, safety and health in the community.

Sources:
SEQ Regional Plan 2009-2013, QLD Government (2009)
Logan City Economic Development Strategy (EDS) 2012-2016, Logan City Council (2012)
State of the City 2013, Logan City Council (2013)
VISITATION

According to the Tourism Research Australia National Visitor Survey (NVS), in 2013 (YE Sept), the Greater Brisbane region* received over **5 million domestic overnight visitors** and **11.6 million day trip visitors**.

After several years of steady domestic visitor growth (3-5% annually) the number of domestic visitors to Greater Brisbane **decreased 10%** in the year ending September 2013. However, over the past five years (2009-2013), domestic visitation has increased by 8% overall.

In terms of international visitation, the Greater Brisbane region received **980,000 international visitors** last year (YE September 2013). Over the past five years, international visitation to the region has **increased by 6.5%** while international visitation to Queensland has only increased 2.9% and this is in spite of challenging macro-economic conditions for inbound tourism to the State and Australia as a whole in recent years.

VISITOR NIGHTS

In the past year (YE September 2013) there were **15 million domestic visitor nights** and **20 million international visitor nights**. While domestic visitor nights have remained steady since 2009, international visitor nights have increased 24%.

VISITOR ORIGINS

The majority of domestic visitors are from Queensland (82%) with the next most predominate origin being New South Wales (11%).

The top three origins for international visitors that travelled to Greater Brisbane in the year ending September 2013 were **New Zealand, China and other Europe** (Table 1).

*Please Note: Due to the small sample size of Logan City data, visitation data has been presented for the Greater Brisbane region as this encapsulates Logan City.

<table>
<thead>
<tr>
<th>COUNTRY OF RESIDENCE</th>
<th>% OF INTERNATIONAL VISITORS TO GREATER BRISBANE</th>
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</thead>
<tbody>
<tr>
<td>New Zealand</td>
<td>17%</td>
</tr>
<tr>
<td>China</td>
<td>14%</td>
</tr>
<tr>
<td>Other Europe</td>
<td>12%</td>
</tr>
</tbody>
</table>

TABLE 1: Top 3 International Origins

PURPOSE OF TRAVEL

The main purposes of travel for both domestic overnight and international visitors to the Greater Brisbane region was visiting friends and family, holiday or leisure and business (see Figure 12).

Figure 12: Purpose of Visit to Greater Brisbane

AVERAGE LENGTH OF STAY

The average length of stay (ALOS) for domestic overnight visitors to Greater Brisbane is **3 days**. Domestic ALOS has **decreased by 5%** since 2009 and this coincides with other regional trends as visitors opted to take shorter breaks.

The ALOS for international visitors was **20.9 days**, slightly below the state average of 22.3 days. International ALOS in Greater Brisbane has **increased 17%** since 2009.

LOGAN CITY TOURISM FAST FACTS

- Current tourism revenue: **$387.5 million**
- Economic value added by tourism: **$181 million**
- Value of tourism wages and salaries: **$110.5 million**
- Current tourism-related jobs: **2,628 jobs**

Tourism Visitor Expenditure

<table>
<thead>
<tr>
<th></th>
<th>DOMESTIC DAY TRIP</th>
<th>DOMESTIC OVERNIGHT</th>
<th>INTL.</th>
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<tbody>
<tr>
<td>Avg. stay (nights)</td>
<td></td>
<td>3 nights</td>
<td>15 nights</td>
</tr>
<tr>
<td>Avg. spend per trip</td>
<td>$105</td>
<td>$726</td>
<td>$1,425</td>
</tr>
<tr>
<td>Avg.</td>
<td>$208</td>
<td>$95</td>
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</tbody>
</table>
EMERGING LOCAL TRENDS

Consumer needs and expectations are constantly changing, amongst the mega-trends and sport and recreation trends, a few emerging markets stand out as having potential for Greater Brisbane and Logan City:

Adventure
Adventure tourism has become one of the most dynamic and rapidly growing sectors of worldwide tourism. Queensland, with its world-renowned natural areas, offers significant opportunities for adventure tourism development. Increasingly, tourists are seeking new and enriching adventure experiences from their holiday, and consequently destinations are being chosen not only for their scenery and tourist services, but also for the natural adventure component they provide. Adventure activities including mountain-biking, bungy, ziplines, and soft-adventure sports are growing at 9-13% per annum in Australia, well above the 2-3% average annual growth rate (Tourism Research Australia, 2013).

Nature
Visits to National Parks, wildlife viewing and water activities are the most common forms of nature based tourism undertaken by visitors in Queensland. For international visitors ‘nature’ is the key attraction for visiting Queensland and indicates that Australia’s natural attractions are playing an increasingly important role for the international market. On average, nature visitors spent $2,284 more per trip than other international visitors and on average stayed longer.

Culture and Heritage
Culture and Heritage activities (including Indigenous) will have the largest growth rate of all visitor activities with an expected growth rate of up to 1.7% per annum by 2020. Culture and Heritage visitors include those attending theatre, concerts, performing arts, museums, visiting art studios, experiencing Aboriginal art/culture, attending events or visiting historical sites during their visit.

Water-based
Water-based tourism involves visitors combining their holiday or vacation with numerous water-based leisure activities. These activities can include visiting marinas, coastal and waterway walks, boating, water sports, snorkelling, scuba diving, stand up paddle boarding, surfing, kayaking, fishing and whale watching. Water-based activities are becoming increasingly popular, as they often encourage an active and healthier lifestyle, social interactions with family, friends or colleagues, have a favourable climate and cater for variable holiday durations. The broad range of water-based activities are also favourable to tourists as they accommodate a wide variety of fitness and thrill levels.

FUTURE TOURISM NEEDS

While Logan City already offers a wide variety of tourism product, experiences, and infrastructure (Refer to Appendix 1 for more details) it is still in the very early stages of the tourism lifecycle.

The following observations are made of the need for new products and experiences in the City:

Accommodation
The Greater Brisbane region has approximately 53,000 rooms at an occupancy rate of 69%. Logan City has little current accommodation although some is already planned for SW1, Carbrook and Beenleigh. There are also DAs for hotel accommodation in both Logan Central and Springwood (BMW Motorline).

Adventure Activities
With Kingston Park Raceway and Bungy, the City is building a reputation for adventure/thrill activities. This could and should be built on as a strategy to both engage the local population and attract visitors from the 400km drive market and beyond.

Culture and Events
Growth in cultural tourism both in terms of attractions and events needs to be considered in the City. With a wealth of outdoor spaces the City is well-placed to provide future spaces for growing activities such as farmers markets and outdoor festivals. Furthermore, the City’s multicultural mix lends itself to some amazing food experiences, particularly an ‘Eat Street’ style attraction with the opportunity to try street-cuisine including pop-up style vendors.

Ecotourism and Wildlife
With Berrinba Wetlands and Daisy Hill Koala Centre the City has a base of low-key ecotourism attractions, a number of commercial facilities are needed to build a reputation and promote the City’s ecotourism appeal. The research supports the desire to create a wildlife tourism attraction, however research also indicates this will need to be a new style of ‘hands-on’ attraction, not a traditional zoo.

Water-based Activities
Growth in water-based activities support the need to improve river access across the City. There is currently no commercial tour operator marine hub.
EMERGING MARKET TRENDS

THE FUTURE OF TOURISM IN QUEENSLAND

CSIRO and the Queensland Government recently identified seven megatrends that are likely to shape the Queensland Tourism sector to 2033. The publication, entitled The Future of Tourism in Queensland aims to help develop a dynamic, collaborative 20 year plan for the industry.

The seven megatrends identified for Queensland are:

1. **The Orient Express**
The world economy is shifting from West to East and North to South. This is creating new markets and new sources of competition.

2. **A Natural Advantage**
In a world where ecological habitats are disappearing the unique natural assets of Queensland will become a stronger drawcard.

3. **Great Expectations**
Tourists of the future will have expectations for authentic and personalised experiences often involving social interaction.

4. **Bolts from the Blue**
Climate change and infectious disease outbreaks combined with safety concerns will have increased impact.

5. **Digital Whispers**
People are changing the way they access and trust information in an online world.

6. **On the Move**
Humanity is increasingly mobile. Trade, business, events, education and healthcare are causing more people to travel further and more frequently.

7. **The Lucky Country**
Australia and Queensland are increasingly wealthy, but expensive destinations gifted with cultural and demographic diversity.

SPORT AND RECREATION TRENDS

CSIRO has also compiled trends around economic, social and environmental activity around sport and recreation in Australia. Six sports megatrends were identified:

1. **More than Sport**
The broader benefits of sport are being recognised and its ability to achieve better mental and physical health, reduce crime, and contribute to social development and international cooperation.

2. **Everybody’s Game**
Australians are embracing sport into their old age. To retain strong participation rates, sports of the future will need to cater for senior citizens.

3. **New Wealth, New Talent**
Population and income growth throughout Asia will create tougher competition and new opportunities for Australia both on the sports field and in the sports business environment.

4. **Tracksuits to Business Suits**
Loosely organised community sports associations are likely to be replaced by organisations with corporate structures and more formal governance systems in light of market pressures.

5. **A Perfect Fit**
People are fitting sport into their increasingly busy and time-fragmented lifestyles to achieve personal health objectives. Participation rates in aerobics, running, walking, and gyms, have all risen sharply over the past decade while participation rates for many organised sports have held constant or declined.

6. **From Extreme to Mainstream**
Recognises the rise of lifestyle, adventure and alternative sports which are particularly popular with younger generations. These sports typically involve complex, advanced skills and have some element of inherent danger and/or thrill-seeking.

HIGHEST AND BEST USE FOR THE LOGANHOLME TOURISM PRECINCT SHOULD:

- appeal to the local market, especially those under 15 years;
- grow the emerging niches including food tourism, events, sports, ecotourism/wildlife and adventure tourism;
- needs to have appeal to international markets (including Asia) to capitalise on anticipated national growth;
- create ‘bookable’ product for the City, that is commercial attractions, which are currently limited in the City; and
- support the growth of investment in new accommodation for the City.
PART C: IDEAL FUTURE USES FOR THE LOGANHOLME TOURISM PRECINCT
BEST SUITED OPTIONS

Based on investor interest in the site and feedback from a range of stakeholders, the following range of use options are considered suitable. These are identified below:

ADVENTURE PARK
This space would cater to the increased trend towards ‘health and wellness’ that is being observed both nationally and globally. It would be designed for both visitors and the local community and would also take advantage of its close proximity to the Logan River. This could include both soft (low risk) and hard (high risk) adventure activities to appeal to a wider variety of markets including cable ski park, bungy etc.

MINOR COMMUNITY FACILITY (INCL. WATERPARK)
This space could provide a small community space hub for residents and neighbouring communities whom are holding gatherings and events. It could support opportunities to showcase the Logan River with facilities that have sight lines to the river (e.g. cafés where you can see the river and the riverfront park).

ADVENTURE COURSE
Adventure/adrenalin tourism has been identified as one of the fastest growing tourism segments worldwide. This option would tap into this growing market and would develop an outdoor activity course such as high ropes and zorbing. It would be designed for both visitors and the local community.

INDOOR THEMED ATTRACTION
The site is well-placed and sized to build a smaller indoor themed attraction that would capitalise on growing interest in another themed attraction in SEQ. This could include a cultural centre and aquatic attraction.

SMALL SCALE ADVENTURE SPORTS
‘Noisy sports’ precincts are in places with 50-100ha sites with a significant buffer to residential areas. Therefore, the site is better suited to small scale adventure sports, provided the noise impacts on neighbouring residents were taken into consideration.

ZOO
A wildlife attraction (including a zoo) is a suitable option for the site, this includes the potential for an open range safari-style attraction with accommodation. This would appeal to both the community and visitors, contribute to a positive image of the city, and has a smaller built footprint suited to the flood impacted site.

LOCAL OUTDOOR EVENTS VENUE
This site is not ideally suited to major outdoor events due to the impact of noise on both the planned Stage 1 and more so the proposed Stage 2 of Zoo developments. The site is ideally suited to host small events and regular community oriented activities such as a global food markets/festival subject to building appropriate events infrastructure.

INDOOR SPORTING FACILITIES
There is a shortage of significant indoor sporting facilities to service the growing population in Logan City. This includes aquatic and multisport venues with flexible infrastructure. This facility would need to be located on the Western side of the site to avoid flood impacts, but could be contained within 4,000-6,000m² plus car parking.

COMPLEMENTARY USES

RIVER ACCESS AND ENGAGEMENT
As marine tourism grows on the river and an increasing number of operators seek to run commercial tours, the LTP could become a suitable location for a future marine operators node. However due to the lack of established attractions this is not possible until critical mass is built. In the short to medium term this stretch of the river is better suited for activation through pontoons, a river walkway and bikeway and stopping places for picnics with shade, barbeques and basic facilities.

ENVIRONMENTAL EDUCATION FACILITY
Aligned with the growing outdoor education trends in Australia, the addition of an environmental education facility at the Loganholme site would appeal to a variety of markets, including School Groups.

CARAVAN AND CAMPING FACILITY
While not a high-yield or high-profile use of the site, the land is suitable for use as a caravan and camping facility with its access to the river, the type of flood land (backwater not rapid water flood), and its proximity to the highway.

FOOD, BEVERAGE & RETAIL MARKETS
Having a food, retail and beverage market at the site could develop the region in a central hub for boutique shopping and dining. It would also be a great place to showcase local talent, support local business and utilise its riverfront views.

Refer to Appendix 4 for a series of site comparisons for the options outlined in this section.
UNSUITABLE OPTIONS

Based on the market assessment, site size, slope and surrounding use suitability and investor feedback the following uses are not considered suitable:

MAJOR COMMUNITY FACILITY
The Eastern side of the site is more affected by flood than the Western side. With so little space available above the flood levels a major community hub for residents and neighbouring communities is unlikely. Furthermore, these precincts typically rely on a large component of residential development not considered suitable by Council.

MAJOR SPORTS STADIUM
The 2021 Parks Strategy indicates there is a surplus of land for major outdoor sporting events. A major outdoor sports precinct or convention centre has limited potential, due to the significant ground works required (e.g. concrete pylons, raised platform) and the availability of more suitable sites/precincts.

MAJOR OUTDOOR EVENTS VENUE
The City hosts events up to 8,500 people (Mayor’s Christmas Carols) and in 2020 could host events above 15,000 people and would benefit from a site with capacity for above 15,000 people. The LTP is not well suited to such a large-sized venue due to the proposed co-location with the approved Zoo both in terms of impacts of noise on the animals and the impact on the atmosphere of the Safari Lodge. Should the Zoo not proceed or relocate in the future this use could be reconsidered.

MOTORSPORTS FACILITY
Typically, motorsports precincts are between 50-100Ha with a large (5-6km) buffer to residential areas. The site is not large enough, and it has limitations due to its proximity to residential areas.

MAJOR THEME PARK
While there has been little new development in terms of theme parks to the SEQ region in the past decade, the Loganholme site’s flood prone nature, the proximity of the sewerage treatment plant and its comparatively small size to the sites being developed make it less attractive for a major theme park.

GOLF COURSE
Golf is a popular activity worldwide, but has seen a reduction in popularity in Australia in the past five years. While the site is easily accessible, expansive with a riverfront location, the Loganholme site is not large enough for a championship golf course with the required space needed for residential development.

CONVENTION CENTRE
At present, Logan City is limited in the types of events it can hold due to current venue and infrastructure capacities. The establishment of a new convention centre has the potential to alleviate this issue. The site is not ideal due to the lack of rail access, the steep slope requiring flood mitigation, and the proximity of the sewerage treatment plant.

Refer to Appendix 4 for a series of site comparison for the options outlined in this section.
ADVENTURE PARK

POTENTIAL USES
This space could cater to the increased trend towards ‘health and wellness’ that is being observed both nationally and globally. It would be designed for both visitors and the local community and could also take advantage of its close proximity to the Logan River.

The hub could offer both soft (low risk) and hard (high risk) adventure activities to appeal to a wider variety of markets.

The site could include the following features, subject to noise constraints:
- Cable Ski;
- Skate Park;
- Bungy/Swing Giant;
- Jet Boat/Hovercraft;
- Waterpark; and
- Shweeb.

TARGET MARKETS/RELEVANT TRENDS
This option would be designed primarily for the adventure tourism market along with nature-based and wildlife visitors.

Outdoor Activity-Based
Outdoor activity-based experiences are becoming increasingly popular globally as well as in Australia. As such, consumers are progressively seeking destinations that are able to provide outdoor experiences. Nature-based and adventure tourism along with walking, mountain biking and water-based activities have all experienced an increase in participation over the last five years. Table 2 displays the percentage of total visitors to Australia who participated in these activities in 2012/13 (YE June).

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>INTERNATIONAL</th>
<th>DOMESTIC</th>
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</thead>
<tbody>
<tr>
<td>Nature-based</td>
<td>62%</td>
<td>12%</td>
</tr>
<tr>
<td>Adventure</td>
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<tr>
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</tr>
<tr>
<td>Water-based</td>
<td>65%</td>
<td>19%</td>
</tr>
</tbody>
</table>

CASE STUDY – AGROVENTURES
Agroventures is New Zealand’s leading adventure hub, offering a fun and unique array of soft to high adrenaline activities.

Adventure activities include the Agrojet – NZ’s fastest jet boat that launches to 100kph in seconds, the Swoop – a super swing that falls from 40m high, and the Scweeb – human-powered suspended racing pods that are found nowhere else in the world.

Water-Based Activities
Water-based tourism involves visitors combining their holiday or vacation with numerous water-based leisure activities. These activities can include visiting marinas, coastal and waterway walks, boating, water sports, snorkelling, scuba diving, stand up paddle boarding, surfing, kayaking, fishing and whale watching.

For the tourism industry, water-based tourism has obvious economic benefits due to the high popularity of this market. However, there remains a need to create positive synergies between this sector and the environment, as water-based tourism activities can be sometimes associated with loss of marine, cultural and land resources due to urbanisation associated with tourism development, water and air pollution, and natural hazards.

A recent Demand Management Study on the Gold Coast highlighted the importance of its waterways for both tourism and recreational use. By 2018 it is estimated that the Gold Coast waterways will see an increase of approximately 260,000 recreational users and 165,000 visitors. With many of the region’s recreation sites having issues with overcrowding and lack of pontoon space, many users are heading further out of the City to launch their boats.
COMPETITOR ANALYSIS
Within a 100km radius there are seven other adventure parks that the site would be competing with (Figure 13). However, the bulk of potential uses identified for this site would differ from the product offering of these competitors, giving the site the competitive advantage with its more ‘new and exciting’ product offerings for the adventure market.

Having compatible uses such as the approved Zoo would help provide an additional source of revenue for the accompanying friends and family market, as this would provide a non-thrill option for those who may not want to participate in the adventure activities.

Figure 13: Map of Competitors (Adventure Parks)

CASE STUDY – PIZZEY PARK PRECINCT
The Pizzey Park precinct is a haven for sports lovers. Located on the Gold Coast, this precinct includes a multitude of sports on offer, including rugby, soccer, tennis, swimming, softball, netball, an athletics track, gymnastics as well as a skate and bmx park. It also includes a walking/running path and off leash dog area.

CASE STUDY – LAKE CUNNINGHAM REGIONAL SKATE PARK, CALIFORNIA
At 68,000 square feet, the Lake Cunningham Regional Skate Park (LCRSP) is the largest skate park in California and one of the world’s most unique skate parks. LCRSP offers a wide variety of terrain for all skill levels to learn and enjoy. It features the world’s largest cradle, tallest vert wall and largest full pipe measuring 70 foot long and 22 foot wide. An admission fee is charged on entry, however spectators are able to watch the action for free but must sign a waiver at the door.

The Lake Cunningham Park precinct which is centred around the 50-acre lake, also incorporates the following features:

- Sailing, boating and fishing activities on the lake;
- the Velma Million Marina providing boat launch facilities, boat rentals and amenities;
- Raging Waters theme park featuring over 30 slides, pools and rivers;
- a range of picnic areas;
- access for bicycles; and
- volleyball courts.

Adventure Parks within a 100km radius of the Loganholme site

- Thunderbird Adventure Park
- Warner Bros Movie World
- Wet and Wild
- Dreamworld
- Gold Coast Zorb Park
- Tamborine Rainforest Skywalk
- Adventure Parc
In order to maximise the LTP’s tourism potential, the following complementary uses have been suggested as potential additions to the best suited options:

RIVER ACCESS AND ENGAGEMENT

Logan City has the potential to fully embrace its rivers and become known as a river City with multiple river and marine entry points. There are a number of types of marine engagement areas and below provides a starting point for development of a River Master Plan. This is relevant to the LTP as it impacts on what would be suited to the highest and best use of this site in comparison to other sites.

Two uses have been considered:

1) Marina Operators Node
As marine tourism grows on the river and an increasing number of operators seek to run commercial tours, the LTP is not an ideal location for a marine operators node. Major investment would be needed and this may be better placed where the current proposal is at Riedel Road with a major accommodation facility. Further investigation of the suitability for marine tours is needed before this option is ruled in or out.

2) River Activation Spaces
Logan City Council is keen to embrace the river. The water quality near the LTP will allow for secondary (canoe, kayak) and tertiary (boat, jet ski) contact in accordance with Maritime Safety Queensland’s speed limits for this area. As such, this stretch of the river is ideal for activation through pontoons, a river walkway and bikeway and stopping places for picnics with shade, barbeques and basic facilities.

FOOD AND BEVERAGE RETAIL AND MARKETS

Having food and beverage retail and markets at the LTP could develop the region into a central hub for boutique shopping and dining in Logan City. It would be a great place to showcase local talent, support local business and its riverfront views would provide an ideal location for boutique dining options.
ENVIROMENTAL EDUCATION FACILITY

Aligned with the growing outdoor education trends in Australia, the addition of an environmental education facility at the LTP would appeal to a variety of markets, including:

**School Groups**
SEQ has one of the largest proportions of school-aged children in Australia. In response to the growing number of time-poor parents who both work, programs for school holidays and after school care are some of the fastest growing trends in the State.

The addition of an environmental education facility on the LTP paired with any of the top options would offer a perfect mix of location, activities and space to deliver to this market.

**Education Visitors**
SEQ is also Queensland’s biggest destination for Study Tours and School Excursions for international students. Their itineraries typically include a half day of classroom-based education (in English) and a half day of experiential learning in the destination. This includes excursions to theme parks and attractions where their learnings can be applied.

An environmental education facility at the LTP would be ideally placed to provide the classroom component and, paired with an attraction such as a wildlife park or Zoo, could have great appeal to this market.

**Business and Corporate Events**
Research from the US indicates that engaging in conference outdoor ‘green exercise’ activities not only provides delegates with unique experiences in nature, but improves their memory performance and attention span. Results show an improvement by as much as 20% after people spent as little as an hour interacting with nature (Berman, Jonides, & Kaplan 2008). As a result, delegates will be more alert and ready to participate in, and be challenged by the conference sessions.

In their home countries, we know delegates will spend more time inside, sitting at their desks, and less time outside. Green Exercise programs provide delegates with ample opportunities to outdoors and get back to nature.

An environmental education facility at the LTP could tap into this emerging market by delivering short-programs for team building.

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CASE STUDY: TALLEBUDGERA ACTIVE RECREATION CENTRE

Tallebudgera Active Recreation Centre (TARC) is located on the doorstep of the Palm Beach coastline at the Gold Coast and offers a wide range of group activities that promote active recreation and well-being on the Gold Coast. Managed by the Department of National Parks, Recreation, Sport and Racing, TARC boasts a wealth of indoor, outdoor and meeting room facilities.

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CARAVAN AND CAMPING FACILITY

Over the past decade there has been an increasing number of travellers on the road with their own facilities. According to the Caravan, RV and Accommodation Industry (CRVA), Australia ranks third on the list of caravan markets of the world, with 21,500 new caravan registrations in 2011. In the same year, it was recorded that RV registrations had increased by 250% over the past 15 years.

**Market Trends**
According to Caravan & Camping Industry Association (CCIA) NSW, the caravan, motorhome and camping industry is the fastest growing domestic tourism sector in Australia. The industry is responding to changing consumer preferences, with caravan and holiday parks enhancing the quality of accommodation and facilities provided, and caravan and RV manufacturers incorporating luxury fit-outs with the option to be self-contained.

Use of long-term caravan park sites across SEQ will spike further, due to ongoing reduced affordability of residential housing, for either purchase or rental. A caravan and camping facility on the LTP would help Logan City cater to this increasing demand by providing an additional accommodation solution for visitors to the region.
ALTERNATIVE OPTION

OUTDOOR EVENTS SPACE

If the approved development of the planned Zoo was not to proceed, the following would be a suitable alternative use for the site.

POTENTIAL USES

With a growing interest in SEQ tourism investment supported by the findings of the *South East Queensland Investment Briefing Paper*, and the recent interest by an international developer in building a major multi-media family entertainment venue in the SEQ region, an outdoor events space could be a potential option for the LTP.

The site could include the following features:
- outdoor cinema;
- amphitheatre/festival grounds; and
- light show.

TARGET MARKETS/RELEVANT TRENDS

The target market would be the events sector, more specifically attracting *regional and state signature events* as well as *major local events*.

Events

Events can positively impact a region in a multitude of ways including:
- injecting **direct expenditure** into the region’s economy;
- stimulating **flow on impacts** to indirect industries;
- showcasing the region to visitors;
- influencing the region’s **brand presence and perception** in the broader region;
- building a **positive social fabric** and increasing pride amongst the community; and
- increasing the region’s tourism offering, events give visitors another reason to come to Logan City.

Event tourism can have a sport, arts & culture, family, business and/or music focus and play a key role in destination development and marketing.

According to Getz (2012), events:
1. attract tourists and others whose spending generates economic benefits;
2. create positive images for a destination and help brand it and assist in overcoming seasonality of demand and appeal to multiple target segments;
3. contribute to place marketing by making cities more liveable and attractive to residents and investors;
4. animate cities, resorts, parks, urban spaces, and venues which makes them more attractive and utilises them more efficiently; and
5. act as catalysts for urban renewal, infrastructure development, voluntarism, and improved marketing capability.

Music/Youth Events

Music events, most commonly music festivals and concerts, have the ability to inject social, economic and artistic capital into a community. According to Gibson and Connell (2012), various factors influence attendance at festivals, including musical genre, the quality of the programme or ‘line-up’, accessibility, flexibility of movement through a festival and its various events, and additional attractions in the surrounding district or city. Gibson and Connell (2012) also acknowledge that large festivals with particular themes and in beautiful locations attract more people and more distant audiences.

On a global scale, major events are on the rise. The *State of Festival Market Report* reveals a marked increase in the popularity of events such as music festivals over the past few years.

Growth has been observed in both events and attendance as well as in the diversity of events available to consumers.

The development of festivals has played an important role in regional communities, as festivals are providing a source of new income to regional economies and an economic boost in what are usually shoulder or low visitation periods.

The *State of Festival Market Report* found that cost is a significant consideration when choosing which music events to attend; however, cost is not as large a barrier if consumers believe the environment will benefit from the event.

Source: *State of Festival Market Report (Arts Hub, September 12, 2011).*
Cultural Events
The total number of visitors to the Greater Brisbane region who participate in a cultural activity or event has grown by 59% over the last 10 years. On the Gold Coast, it has risen by 22% and now represents 8% of all visitors to the destination.

While growth in cultural visitors is promising, it is destination such as Sydney and Melbourne who have more cultural entertainment facilities, precincts and events that have recorded the most significant growth. If new cultural event facilities were developed, especially in such a culturally diverse area like Logan City, it could have the potential to significantly boost visitation and spend in the region.

COMPETITORS
Within a 200km radius, as highlighted in Figure 14, there are nine major outdoor event spaces. The majority of these are situated within the major city centres of Brisbane and the Gold Coast.

In order for the LTP to secure a major outdoor event it would need to differentiate itself from its competitors and offer a higher capacity venue with the ability to accommodate large scale events.

Figure 14: Map of Competitors (Outdoor Events Spaces)

- Kings Beach Amphitheatre
- Woodford
- Caboolture Showgrounds
- RNA Showgrounds
- South Bank Parklands
- Riverstage
- Ipswich Showgrounds
- Queens Park
- Robelle Domain
- Southport Broadwater Parklands
PART D: PLANNING CONSIDERATIONS
Logan City Council has recently approved its Planning Scheme. The Planning Scheme has been prepared to guide the way land and buildings are developed and used, to ensure the right development occurs in the right places. The Planning Scheme will reduce red tape, replacing the City’s three existing planning schemes with a single planning scheme.

The following section outlines the zoning and overlays pertinent to the LTP.

### ZONING SUMMARY

#### ZONES

- Specialised Centre (Loganholme Tourism Precinct)
- Recreation and Open Space Zone

#### OVERLAYS:

- **Acid Sulfate Soils**
  - Most of the site is at or below 5 metre AHD, with a few small areas above 5 metre AHD and below 20 meters AHD

- **Biodiversity Areas**
  - Biodiversity area
  - Biodiversity corridors
  - Primary and secondary vegetation management areas
  - Locally significant *Gossia gonoclada* area

- **Bushfire Hazard**
  - None

- **Extractive Resources**
  - None

- **Heritage**
  - None

- **Landslide Hazard and Steep Slope**
  - A select few areas on the site are listed as steep slope areas classified as equal or greater than 15 percent slope hazard

- **Flood Hazard**
  - The majority of the site is listed as a flooding and inundation area and a very small section could see the potential effects of sea level rise

- **Regional Infrastructure Corridors and Substations**
  - None

- **Water Resource Catchment**
  - None

- **Waterway Corridors and Wetlands**
  - Waterways corridors (river and minor waterway closer to the top of the site)
  - Wetland buffer areas (minor wetland and wetland buffer areas)
ZONE CODES

Under the Planning Scheme, the site has been zoned as a **Specialised Centre (Loganholme Tourism Precinct)**, with the riverfront area listed as a **Recreation and Open Space Zone (Constrained Open Space)** (see Figure 15).

**Figure 15: Loganholme Precinct Zoning**

**Specialised Centre Zone**

The purpose of the Specialised Centre Zone code provides for one (or more) specialised uses.

The purpose of the Specialised Centre Zone code is to:

a) compliment principal centres, major centres and district centres;

b) provide:
   (i) a specific range of principal centre activities; or
   (ii) a specific function.

Source: Logan Planning Scheme 2015, Logan City Council

In the Loganholme Tourism Precinct:

1. land uses comprise:

   a) bar, caretaker’s accommodation, child care centre, club, community care centre, community use, educational establishment, emergency services, food and drink outlet, function facility, home based business, hotel, indoor sport and recreation, landing, major sport recreation and entertainment facility, nature based tourism, outdoor sport and recreation, park, port services, resort complex, sales office, service industry, small scale shop, short-term accommodation, theatre, tourist attraction or tourist park;

   b) a shop does not undermine the viability of a nearby centre or the centre hierarchy;

2. development protects landscape values when viewed from the Logan River;

3. development provides a connected pedestrian and cycleway path along the Logan River.

**Recreation and Open Space Zone**

1. The purpose of the Recreation and Open Space Zone code is to provide:

   a) for a range of sporting, recreation, leisure, cultural and educational activities;

   b) for local, district and regional scale parks that serve the recreation needs of residents and visitors and may include areas for conservation of natural values;

   c) areas such as parks, playing fields and playgrounds are generally accessible to the public however access may be limited in certain areas and at certain times;

   d) where required to meet community needs, development may include structures, such as shelters, amenity facilities, picnic tables, clubhouses, gymnasiums, swimming pools, tennis courts and other infrastructure to support the activities, provide safe access and support recreational or sporting activities.

2. The purpose of the Recreation and Open Space Zone code is to provide for a range of sporting, recreation, leisure, cultural and educational activities and parks of varying scale that serve the recreation needs of residents and visitors and may include areas for conservation.
The Constrained Open Space precinct:

1. land uses comprises:
   a) outdoor sport and recreation; and
   b) incidental uses being Caretaker’s accommodation, Club, Community use, Food and drink outlet, Function facility, Home based business, Landing, or Park;

2. development has a landscape or natural environment character.

OVERLAYS

Acid Sulfate Soils
The purpose of this code is to ensure that acid sulfate soils do not adversely affect the natural and built environment and human health and safety.

The overlay for the LTP indicates that the majority of the site is at or below 5 metre AHD, with a few small areas above 5 metre AHD and below 20 metres AHD. Development regulations apply.

Biodiversity Areas
The purpose of this code is to: connect biodiversity corridors; protect and enhance habitat values and ecosystem functions; and protect scenic amenity values.

The entire LTP is classified as a biodiversity area, with a mix of both primary and secondary vegetation management areas. Closer to the river’s edge, the site is classified as a locally significant Gossia gonoclid area (an endangered Myrtle). Development regulations apply.
**Bushfire Hazard**
The purpose of this code is to protect people and premises in a bushfire hazard area.

The LTP **does not fall within a bushfire hazard area.**

**Extractive Resources**
The purpose of this code is to ensure that: an extractive resource can be extracted in its entirety and distributed in an efficient manner; an extractive resource is protected from incompatible development; and sites used for extractive industry are appropriately rehabilitated.

The LTP **does not fall within an extractive resources area.**

**Heritage**
The purpose of this code is to preserve and protect premises of local cultural heritage significance.

The LTP **does not fall within a heritage area.**

**Landslide Hazard and Steep Slope**
The purpose of this code is to: protect the geological stability of premises; protect people and premises from the risk of landslide; and maintain the visual amenity of the area.

A select few areas on the LTP are listed as steep slope areas, and these are classified as equal or greater than 15 percent slope hazard. Development regulations apply.

*Figure 18: Landslide Hazard and Steep Slope Overlay*

**Flood Hazard**
The purpose of the flood hazard overlay code is to ensure development: is compatible with the nature of the natural flood hazard; and prevents loss of life and damage to premises and property due to flooding.

The entire LTP is listed as a flooding and inundation area and a very small section could see the potential effects of sea level rise. The site is not marked to see potential effects as a result of climate change. Development regulations apply.

*Figure 19: Flood Hazard Overlay*
**Regional Infrastructure Corridors and Substations**
The purpose of this code is to protect: the health and safety of the community; existing and the future locations of regional infrastructure corridors, substations and wastewater facilities. The LTP does not fall within a regional infrastructure corridor and substation area.

**Water Resource Catchment**
The purpose of this code is to protect water quality in a water resource catchment area. The LTP does not fall within a water resource catchment area.

**Waterway Corridors and Wetlands**
The purpose of this code is to protect and enhance the ecological values, bank stability and scenic amenity of waterway corridors and wetlands and their riparian areas.

The LTP houses both waterways corridors and wetland buffer areas. In terms of waterway corridors, it is primarily a river waterway along the riverfront, with a small area of minor waterway closer to the top of the site. Near the minor waterway, the site also has minor wetland and wetland buffer areas. Development regulations apply.
SITE CONSTRAINTS

TRANSPORT ACCESS

While the area is served by major transport infrastructure; namely the Pacific Motorway (M1) and the Logan Motorway, the site itself must be accessed via a service road which has limited opportunity for expansion as it is bounded by the Motorway.

Consultation with Department of Transport and Main Roads (DTMR) indicates that there are no plans to upgrade this service road and the roundabout connecting it to the Logan and Pacific Motorways, nor the Logan Motorway/Pacific Motorway interchange in the near future. However, there are strategic plans to connect the M1 with the IRTC (Ipswich Road Transport Corridor), using DTMR owned blocks at the North Western corner of the site, outlined in Connecting SEQ 2031.

With regard to bus services, an application has been approved to create a new bus stop on the service road, at the entrance to the approved Zoo development.

All this means substantial infrastructure contributions will be required from any development which will increase traffic on the roundabout and service road to beyond its current capacity.

VEGETATION MANAGEMENT & CONSERVATION

The Riverside Park identified in the planning scheme lays within the site, immediately adjacent to the Logan River. This land is reserved for conservation use only which means that no development, other than recreational parkland will be allowed within this area. However, this does not mean that access between the river and the remainder of the site will be disallowed, only that any structures such as pontoons or viewing platforms will be scrutinised for their impacts on the riverside.

AMENITY

Development of the site protects the intended amenity for the zone and precinct and an adjoining premises in a residential land zone category by having regard to noise emissions, air emissions, light emissions, radiation emissions and vibration emissions.

BUILDING COSTS

To build a single storey suspended slab building in Logan City, costs approximately $3,000/m² to construct. This means an average aquatic centre/indoor attraction (4,000–5,000m²) would cost an additional $12M-$15M to build.

FLOODING

Flood maps of the site indicate that a large part of the 50 hectare block falls beneath the Q100 flood line (see Figure 20). This means that development of areas below this level will be highly restricted, and may require flood mitigation measures and/or replacement of the floodplain storage areas. Initial discussions with Council indicate a willingness to contribute fill materials from nearby locations, also within the floodplain to assist with mitigation measures.

It is also worth noting that structures and businesses operating within flood prone areas will encounter difficulties, such as reduced choice of insurers and substantially increased rates, when acquiring insurance cover. Consultation with brokers of business insurance is recommended for potential developers.

Cost to build: $3,000/m²

Based on the site elevations and the Q100 flood level (see maps on over page), approximate 67% of the 50ha site is below the Q20, Q50 and Q100 flood levels. Further 7ha is the river front parklands, leaving just over 25ha of land needing to be filled. To provide flood immunity for the Q20 flood levels only 10% of the site (5ha) requires raising to an average of 3 metres. Based on three options for fill (50% imported through to 75% and 100%) and an average of 3M of fill over 5ha – 25ha (the entire site not affected by flood or in the conservation area) the following table provides estimated fill costs in $M.

<table>
<thead>
<tr>
<th></th>
<th>5ha</th>
<th>15ha</th>
<th>25ha</th>
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<td>$6.7M</td>
<td>$20.1M</td>
<td>$33.4M</td>
</tr>
<tr>
<td>100%</td>
<td>$11.2M</td>
<td>$33.7M</td>
<td>$56.1M</td>
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</table>

While to mitigate flood on the entire site it could cost as much as $56M in reality at least 25% of the fill required should be able to be drawn from the site so the range would be $5M - $35M in round figures.
SITE CONSTRAINTS

Figure 22: Flood Map – 2012 Extent

Figure 23: Flood Map – 10yr Extent

Figure 24: Flood Map – 2yr Extent

Figure 25: Flood Map – 50yr Extent
TRANSPORT CONSTRAINTS

The LTP is accessible from the highway, however the access is confusing to first time users. While improved access would be ideal, it is not on the 20 year Transport and Roads Implementation Program (TRIP) of the Department of Transport and Main Roads (DTMR). Through the planning for a Zoo, DTMR has requirements to provide two new bus stops on the Pacific Highway Service Road. The bus stops are shown in the image below. They are required to be built to transit link ‘intermediate stop’ and will cater for Zoo patrons only.

For a tourism and events precinct a Translink ‘premium stop’ or ‘signature stop’ would be necessary. There are no plans for any significant DTMR works in the area. The area was investigated as part of the Pacific Motorway Transit Plan but there are no confirmed plans at this time.

The site is located 3km from Beenleigh train station (8 minutes drive).

Figure 26: Proposed Bus Stop

**SELECTION CRITERIA ON PLANNING FIT FOR THE LTP:**

- the site will only accommodate minor flood immunity measures, thus uses below the Q10 will need to be **flood tolerant**;
- the site has a number of environmental overlays (acid sulphate, vegetation management, wetlands and waterways) as such a **sensitive development footprint** will be preferable;
- the site will be best suited to **moderate volume car-based** travel or peak public transport demand rather than a high reliance on year round public transport; and
- options with a **smaller built footprint** below the Q10 flood line will require less flood immunity support.
Based on the identified suitable and unsuited options, the project team have reviewed the Planning Scheme with the intent of this review being to facilitate the following outcomes:

- to enhance the attractiveness of the site to investors;
- to provide a clear and simple planning framework so as to provide certainty of development outcomes and reduce the perceived risk of the planning framework to investment;
- to provide a range of uses and key attractors or catalyst uses that could contribute to a destination, tourist experience and sense of place; and
- to provide a planning framework that streamlines planning approvals for development to the land.

PRELIMINARY RECOMMENDATIONS

Our preliminary recommendations on the Planning Scheme are as follows:

- the Specialised Centre Zone and Zone Precinct are generally appropriate for the intent of the site; and
- the zoning designation and specific precinct allow for specific planning provisions and intents to be customised for the development of the site.

Amendments Summarised

A number of amendments are necessary to be made to the level of assessment table for the Zone and Zone Precinct. These are set out in the table on page 51 and in summary include:

1. Nominating a wider-range of the uses as Code Assessable uses that are defined in the draft Planning Scheme as Impact Assessable.

2. Defining some additional uses that the draft Planning Scheme does not list in the level of assessment tables. Include these uses as Self Assessable (where involving only Minor building work) and Code Assessable otherwise.

3. Inclusion of the shopping centre use as appropriate development (given the definition). This is not to compete with nearby shopping centres but to allow the co-location of a number of food and beverage and/or retail shops into a common esplanade style precinct.

4. Providing for shop and food and drink outlet uses, of a greater scale than 200m² before triggering Impact Assessment.

5. To create a destination with a range of complementary activities and retail and food offering, a threshold of 200m² plus would provide more flexibility in design and offer, and protect against the delays and risk of third party appeals against development applications.

6. The intent statement for the Zone Precinct must be updated to reflect the additional uses included as appropriate in the zone. We recommend that the Zone Precinct provisions be strengthened to support the scale of development envisaged for the area, without being too specific and potentially limiting potential investors/end users of the site.

7. The statement around “Shop” uses not undermining the viability of a nearby centre or centre hierarchy is too open and could leave an application for the establishment of a shop open to legal challenge, non-support at a Council level, and in addition to this, places a high level of proof and burden on the applicant to justify any shops. The statement will also need to be expanded to include reference to the shopping centre use.

8. Consideration of future residential uses (as Impact Assessable) provides greater flexibility to the future use of the site and will support the financial feasibility of community uses such as small events spaces e.g. courtyard space for pop-up events such as global village for food.

9. It is also proposed to amend the Level of Assessment for a number of land uses that are considered to complement likely tourism opportunities on the site, particularly if a zoo themed park is proposed or another similar land use activity.

10. Additional descriptors of the tourism vision for a number of precincts in Logan City is recommended to be included in the Strategic Framework.
STRATEGIC FRAMEWORK

The project team recommend that a number of amendments be made to the Strategic Framework of the Planning Scheme, to articulate the vision for tourism across the City. There are outlined in bold and underline, in their relevant sections below.

3.5 Centres

3.5.1 Strategic Outcomes

(1) Logan has a hierarchy and network.............

(2) Centres are vibrant, accessible and integrated places that:
(a) are characterised by a high quality, well designed built environment;
(b) have a built form consistent with the intended character of the centre;
(c) utilise land efficiently;
(d) are well serviced by public transport;
(e) have a safe, convenient and comfortable pedestrian network;
(f) support walking and cycling;
(g) include a mix of uses; and
(h) Support the growth of tourism experiences.

3.5.2 Element – Principal Centre

3.5.2.1 Specific outcomes

(1) Principal centres at Beenleigh and Springwood are vibrant, accessible and integrated centres that:.

(2) Beenleigh is:
(a) a highly liveable and walkable centre;
(b) developed in accordance with the seven distinct precincts of theBeenleigh local plan, where its uses, design, place making and movement network create its character;
(c) distinctive by providing:
(i) a significant number of people living in medium and high density housing in the centre;
(ii) employment intensive uses and high density residential uses in a walkable catchment of the Beenleigh Railway Station;
(iii) a built form that creates pedestrian oriented places which contribute to Beenleigh's unique urban character;
(iv) a vibrant, multifunctional town square and main street; and
(v) the future location of major tourism facilities including sporting, convention centre.

3.5.3 Element – Major Centre

3.5.3.1 Specific Outcomes

(1) Major centres at Browns Plains, Jimboomba, Logan Central...

(2) Browns Plains is:....

(3) Jimboomba is:....

(4) Logan Central is:
(a) Logan's civic and cultural heart;
(b) developed in accordance with the five distinct precincts of the Logan Central local plan, where its uses, design, place making and movement network create its character;
(c) distinctive by providing:
(i) a multi-purpose town square that forms the pedestrian heart of the centre and hosts a range of community and cultural activities;
(ii) uses that complement surrounding uses including the Woodridge State High School, mixed industry and business area at Berrinba, Logan Gardens, Council administration centre, Logan Entertainment Centre and established shopping centres on Wembley Road;
(iii) small scale retail uses concentrated around a town square; and
(iv) A future location for major events infrastructure including a convention centre, arts and cultural tourism precinct and associated transport infrastructure.
3.6 Employment
3.6.2 Strategic Outcomes
3.6.2.1 Employment diversity
1) A wide range of employment based uses are provided throughout Logan to promote employment growth and economic activity.

2) A significant proportion of new jobs are for non-population based employment uses such as offices, professional services, research and technology uses and export oriented industries.

3) A health, education, and knowledge based employment hub is provided at Meadowbrook.

4) Research, health, education and technology uses are:
   - (a) provided and agglomerated to create active and vital hubs of knowledge based employment;
   - (b) protected from development that may adversely affect their establishment or ongoing use.

5) Home based businesses are provided throughout Logan where compatible with residential amenity.

6) Tourist related uses, including nature-based tourism uses, are provided
   - (a) In the Albert River Precinct including strategically located major outdoor events, major and minor tourism attractions, and tourism accommodation.
   - (b) In the Loganholme Tourism Precinct and Rural Precinct including opportunities for wildlife tourism, ecotourism and adventure tourism with active river engagement.

(c) In identified emerging tourism precincts including:
   - (i) Carbrook, supporting future resort development, wineries, adventure and ecotourism, river engagement and tour operations and marina development.
   - (ii) Daisy Hill, supporting koala conservation with recreation and adventure tourism accommodating a regionally significant outdoor recreation and adventure tourism hub with potential for ecotourism.
   - (iii) Kingston, supporting the expansion of existing tourism facilities to grow into adventure and ecotourism, and events infrastructure.
   - (iv) Slacks Creek (including Berrinba), supporting new ecotourism and educational facilities, including tour operations.
   - (v) Veresdale, as a gateway tourism precinct with rural tourism experiences related to retail, food and beverage sales.

7) Special industry and High impact industry uses, except the existing abattoir on Teys Road, are not located in Logan.

8) The existing abattoir on Teys Road:
   - (a) is protected from development that may adversely affect its ongoing operation;
   - (b) is redeveloped for uses consistent with the Mixed use zone once the existing use is abandoned.
**PLANNING SCHEME ALIGNMENT**

### Uses

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<thead>
<tr>
<th>Code (or Self) Assessable</th>
<th>Impact Assessable</th>
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<tbody>
<tr>
<td>Bar</td>
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<tr>
<td>Caretaker’s accommodation</td>
<td>Agricultural supplies store</td>
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<td>Car wash (identified as Impact Assessable)</td>
<td>Air services</td>
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<td>Club</td>
<td>Brothel</td>
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<td>Cemetery</td>
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<td>Crematorium</td>
<td>Child care centre (Code Assessable)</td>
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<tr>
<td>Cropping</td>
<td>Community care centre</td>
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<td>Environment facility</td>
<td>Community residence</td>
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<td>Environmental establishment</td>
<td>Detention facility</td>
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<td>Food and drink outlet (only Code Assessable where &gt;200m²)</td>
<td>Dual occupancy</td>
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<td>Function facility</td>
<td>Dwelling house</td>
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<tr>
<td>Hotel</td>
<td>Dwelling unit</td>
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<tr>
<td>Indoor sport and recreation</td>
<td>Emergency services (Code Assessable)</td>
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<td>Extractive industry</td>
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<td>Funeral parlour</td>
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<td>Market (not listed)</td>
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<tr>
<td>Motor sport facility</td>
<td>Hardware and trade supplies</td>
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*Note: Current Level of Assessment is nominated in brackets if different*
PART E:
PRECINCT MASTER PLAN
The LTP has the potential to become a vibrant and thriving tourism hub that is distinct from, but provides strong connectivity to, other tourism developments and opportunities in Logan City. The precinct is planned to be home to an approved Zoo, and the proposed future development of an Open Safari Park and potentially a Safari Lodge. In addition to this, the LTP will incorporate an important linking or ‘transit’ park and offers a number of investment opportunities for a range of uses such as outdoor adventure, nature-based, and wildlife tourism ventures plus a number of community and retail opportunities.

The potential for each element of the precinct are described below.

**Figure 27: Zoo Precincts**

- **DTMR & PRIVATE LAND:**
  
  The DTMR land is earmarked for future transport corridor development (no timeframe) and the private blocks have potential for alternative commercial use subject to negotiation with the owners.

- **LOTS RP139536, RP101652 & SP101446 (EASTERN SIDE):**
  
  This is the location for the proposed Stage 2 of the Zoo.

- **LOTS RP221166 & SP101446 (WESTERN SIDE):**
  
  This is the location for the planned development of Stage 1 of the approved Zoo as outlined on page 14.

- **RIVERSIDE PARK**
  
  The Riverside Park is an important ‘transit park’ for the City linking sporting and recreational facilities on both sides of the Logan River. The park has the potential to provide a number of river engagement opportunities including pontoons, viewing platforms, and event spaces in addition to the walking and bike paths. As demand grows the site could also be the location of a future marine tourism facility or a ferry terminal.

The future potential of the site will depend on the ability to attract the right investors for the two commercial lots.

---

**LOT NO: 1 ON RP864113**

A sloping site with direct road frontage that will be directly adjacent to the approved Zoo Stage 1 development and proposed Stage 2. While the Eastern portion of the site is flood affected, the majority of this site is above Q100 with potential for a wide range of tourism facilities from indoor sports to wildlife, adventure and nature-based tourism facilities.

**LOT NO: 1 ON SP114862**

Accessible from the service road, this site links directly to the Riverside Park offering great views of the river. While the site is entirely below the Q100 flood levels it could be re-contoured to provide flood free access and usable land while maximising the natural wetlands for eco and adventure tourism pursuits. This could include water sports, nature-tourism or outdoor event spaces that are designed to be resilient to flood events.
COUNCIL APPROVED ZOO DEVELOPMENT STAGE 1

With a growing population and visitor growth predicted between now and 2020 the LTP is perfectly located for investment. Recognising the constraints of flooding on the site, a nature-based or wildlife facility that embraces the natural water-flows and requires limited contouring and alteration of the watershed is ideal.

While a number of alternative site uses such as event spaces and other built attractions could also have worked well on the site, the approved Zoo meets a growing market demand for wildlife attractions. Of particular note is the ability to create Queensland’s only open range zoo between two international airports, located on a major highway.

With currently over 124,000 cars per day passing the site it is ideally located to attract both planned and passing travellers.

The proximity to the highway presents a challenge for the site with noise, and while the service road is easily accessible from the highway work is required on signage to ensure visitors can navigate to the entrance. Further, the proximity of the sewerage treatment plant and industrial land presents challenges that can be overcome, as does the current condition of the neighbouring sites.

The site lends itself to a broad range of potential tourism attractions, but the ability to link it to a safari park on backwater flood land (as opposed to land that endures flash-floods) does represent highest and best use of a challenging site.

Stage 1 Approved Development of Zoo

- 4 ha (Council owned land currently under Agreement for Lease to private investor).
- Stage 1 of Zoo approved by Council.
- Location of the ‘Antique Centre’ building, previous resident managers dwelling and related buildings.
- Majority of the site is above the Q100 flood line.
- Dominant overlays: Acid sulfate soils, Biodiversity area, Flooding hazard.
- Planning considerations: Noise from highway, wetlands and site flooding, restoration of previous building.
PROPOSED DEVELOPMENT – ZOO DEVELOPMENT STAGE 2

Stage 2 Proposed Open Range Zoo and Safari Lodge

- Approximately 26ha (Council owned land currently under lease to private investor).
- Potential for 60 visitor accommodation on the South West corner.
- Stage 2 is primarily below Q100 flood level, with the exception of the Safari lodge site (see above).
- The lodge could be situated on an elevated location overlooking the entire precinct including the river.

*Taj Safari Lodge, India*
LOT NO: 1 ON RP864113 - POTENTIAL SITE USES

A sloping site with direct road frontage that will be directly adjacent to the approved Zoo Stage 1 and proposed Stage 2.

While the Eastern portion of the site is flood affected, the majority of this site (75%) is above Q100 with potential for a wide range of tourism facilities from indoor sports to wildlife, adventure and nature-based tourism facilities. In addition, its location lends itself to co-location of share facilities with the planned Zoo including car parking, small events space and outdoor retail.

Previously used as a Golf Driving Range, the site slope ranges from approximately 4m to 8m above the river line with highway frontage being the highest point.

The sloping site presents opportunities and challenges. The slope is not sufficient slope for adventure sports such as ski slopes or zorbing, but is well suited to other soft adventure activities. The land closest to the highway has a gentle slope which could be retained and filled to provide a flat surface for near half of the site.

In operational terms, the site has a minor noise constraint due to immediate proximity to McNevin’s Hotel, making it less suited to being a site for larger evening events.

- Cable Ski Park (or Shark/Ray Experience) with Gambaro land
- Outdoor Cinemas/Events Space
- Global Village (markets, restaurants, etc)
- Skate Park/Indoor Sports Centre
- Community Facility/Waterpark

Lot No.1 on RP864113
- 4.473ha (Council owned land).
- Road frontage (Pacific Highway).
- Adjacent to McNevin’s Hotel.
- Dominant overlays: Acid sulfate soils, Biodiversity area, Flooding hazard.
- Planning implications: Limited road frontage, mild slope, within 100yr flood line, Highway noise, operational noise constraints.
LOT NO: 1 ON SP114862 - POTENTIAL SITE USES

Accessible from the service road, this site links directly to the Riverside Park offering great views of the river.

While the site is entirely below the Q100 flood levels it could be re-contoured to provide flood free access and usable land while maximising the natural wetlands for eco and adventure tourism pursuits.

This could include water sports, nature-tourism or outdoor event spaces that are designed to be resilient to flood events.

The lowest point in the precinct the site ranges just 2m to 5m above the river line and there are significant sections that are wetland areas. As shown below the site is partially affected by the one in two year flood events and entirely underwater in the one in ten year and one in fifty year flood events. While retaining and filling the site is possible this would represent a significant cost, with limited available fill for flood immunity and challenges in managing the downstream effects on the watercourse.

Operational considerations include the noise generated from the highway and the proximity of the site to the public thoroughfare through the planned riverfront parklands and nearby residential communities.

Lot No: 1 On SP114862

- 7.195ha (Council owned land).
- Road frontage (Pacific Highway).
- Adjacent to McNevin’s Hotel.
- Adjacent to riverfront parklands.
- Dominant overlays: Acid sulfate soils, Biodiversity area, Flooding hazard, Steep slope, Waterway corridor.
- Planning implications: Limited road frontage/access, below Q100 levels, highway noise, noise constraints.
RIVERSIDE PARK

The Riverside Park is an important ‘transit park’ for the City linking sporting and recreational facilities on both sides of the Logan River.

The park has the potential to provide a number of river engagement opportunities including pontoons, viewing platforms, and event spaces in addition to the walking and bike paths.

While the current level of tourism and recreation demand in the City is too low to support river-based tourism operators, the planned resort development downstream and the expansion of the Beenleigh Rum Distillery site will support the future viability of such investments.

As demand grows the site could also be the location of a future marine tourism facility or a ferry terminal. In the more immediate future the Riverside Park will play an important role linking existing parks and reserves and investment should be made in:

- bikeway/walkway linking to the red bridge across the river and to the new parks to the North;
- barbeque and picnic facilities (with shelter);
- river access points for canoes; and
- viewing/fishing platforms.

Figure 32: Riverside Park

Riverside walkway/cycle path
Barbeques and picnic areas
Canoe launching facilities
Future marine operators/ferry pontoon
Viewing platforms
All examples of attractions, accommodation and things to do have been taken from www.visitlogan.com.au and the Logan City Tourism Strategy and represents only a sample of what is on offer.

NORTH Logan

Here's where you'll find Logan's best shopping experiences, including the Hyperdome, IKEA and two mega home-maker centres. Our Northern area has lush riverside parks – including Riverdale Park and Alexander Clark Park – pristine bushland, the Daisy Hill Koala Centre, and the serene Chung Tian Buddhist Temple. These suburbs are also home to some of the tastiest cafés and restaurants in Logan.

Nature:
1. Alexander Clark Park
2. Cornubia forest park
3. Daisy Hill Regional Park
4. Springwood Conservation Park
5. Riverdale Park
6. Venman Bushland National Park

Attractions:
1. Bungy Australia Kingston Park
2. Cable Ski Logan
3. Kingston Butter Factory Community Arts Centre
4. Kingston Park Raceway
5. Mayes Cottage Museum

Art, Culture and Entertainment:
1. Chung Tian Temple
2. Yugameh Museum Language and Heritage Research Centre
3. Riverlakes Golf and Tavern
4. Woodridge Train Station Markets

Accommodation:
1. Hotel Gloria
2. McNevin’s Logan Park Motel
3. Springwood Tower Apartment Hotel
EAST Logan
The East of our City has renowned golf courses and spacious parks nestled beside the Logan River. Beenleigh is the thriving local centre, with plenty of shops, cafes and restaurants. It’s home to the Beenleigh Historical Village & Museum and our Visitor Information Centre. Catch local live theatre at one of two performance centres or indoor sporting events at the Beenleigh Arena. This part of our City also has large tracts of pristine bushland and rolling hills, and you’ll find plenty of lovely picnic spots along the Albert River.

Nature:
1. Doug Larsen Park
2. Logan River Parklands
3. Tygum Park

Art, Culture and Entertainment:
1. Beenleigh Events Centre

Accommodation:
1. Beenleigh Yatala Motor Inn

Attractions:
1. Beenleigh Historical Village and Museum
APPENDIX 1 TOURISM OFFERING

SOUTH Logan
Acreage living meets rural lifestyles in our Southern areas. Stop off at a traditional country pub, take a long leisurely drive through scenic countryside, or pack a picnic and find a park beside the Logan River. At the heart of this area is Jimboomba, a bustling town with plenty of places to shop and eat.

Nature:
1. Mount Elliot Park

Art, Culture and Entertainment:
1. Jimboomba Country market
2. Jimboomba Tavern

Attractions:
1. Chamber Pines Gold Course
2. Village Links Golf Course
3. The Strawberry Farm
WEST Logan

There is a wealth of things to do and see in this corner of Logan, which brings together history, nature and adventure. You’ll find the Berrinba Wetlands with 7 km of walking and cycling tracks, and the action-packed Kingston Park Raceway. Discover Logan City’s rich history at the Kingston Butter Factory and Mayes Cottage, and view our City’s best art collections at the Logan Art Gallery. This side of town is also home to two of Logan City’s biggest service clubs: the Greenbank RSL and Logan Diggers.

Nature:
1. Logan Gardens

Attractions:
1. Logan Entertainment Centre
2. Wine Glass Water Tower

Accommodation:
1. Browns Plains Motor Inn
2. Johnson Road Motel

Art, Culture and Entertainment:
1. Logan Art Gallery
2. Event Cinemas
3. Logan Metro Indoor Sports Centre
<table>
<thead>
<tr>
<th>Name</th>
<th>Organisation</th>
<th>Name</th>
<th>Organisation</th>
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<td>David Wing</td>
<td>Dixon Capital</td>
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<td>Kim Hackwood</td>
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<td>Rebecca Andrews</td>
<td>DTESB Tourism Investment Attraction Unit</td>
<td>Chris Illman</td>
<td>Beenleigh Rum Distillery</td>
</tr>
<tr>
<td>Cr Pam Parker</td>
<td>Invest Logan Board - Logan City Council (Mayor)</td>
<td>Todd Rohl</td>
<td>Logan City Council - Strategy and Sustainability</td>
</tr>
<tr>
<td>Cr Russell Lutton</td>
<td>Invest Logan Board - Logan City Council (Dep Mayor)</td>
<td>Neil Flanagan</td>
<td>Logan City Council - Strategy and Planning</td>
</tr>
<tr>
<td>Cr Lisa Bradley</td>
<td>Representative - Daisy Hill (part of), Priestdale, Rochedale South, Springwood (part of) and Underwood (part of)</td>
<td>Ben Starkey</td>
<td>Logan City Council - DA</td>
</tr>
<tr>
<td>Cr Steve Swenson</td>
<td>Assistant Chairperson Governance, Finance and Economic Development</td>
<td>Tracy Bignell</td>
<td>Logan City Council - Parks</td>
</tr>
<tr>
<td>Cr Graham Able</td>
<td>Chairperson Animals &amp; City Standards Committee</td>
<td>Nick McGuire</td>
<td>Logan City Council - Economic Development</td>
</tr>
<tr>
<td>Cr Luke Smith</td>
<td>Chairperson Governance, Finance &amp; Economic Development Committee and Invest Logan Board</td>
<td>Daniel Willett</td>
<td>Logan City Council - Economic Development</td>
</tr>
<tr>
<td>Cr Laurie Smith</td>
<td>Assistant Chairperson Road &amp; Water Infrastructure Committee</td>
<td>Sharyn Lowery</td>
<td>Logan City Council – Community Engagement &amp; Marketing</td>
</tr>
<tr>
<td>Cr Cherie Dalley</td>
<td>Chairperson Planning &amp; Development Committee and Invest Logan Board</td>
<td>Steve deNys</td>
<td>Cable ski park proposal</td>
</tr>
<tr>
<td>Cr Phil Pidgeon</td>
<td>Chairperson Parks, Sport &amp; Community Services Committee</td>
<td>Ben Armstrong</td>
<td>Cable ski park proposal</td>
</tr>
<tr>
<td>Cr Darren Power</td>
<td>Representative for Carbrook, Cornubia (part of), Daisy Hill (part of) and Shailer Park</td>
<td>Lawrie Dore</td>
<td>Beenleigh Yatala Chamber of Commerce</td>
</tr>
<tr>
<td>Cr Trevina Schwarz</td>
<td>Chairperson Health, Environment and Sustainability Committee</td>
<td></td>
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<tr>
<td>Cr Jennie Breene</td>
<td>Assistant Chairperson Planning &amp; Development Committee</td>
<td></td>
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</tr>
</tbody>
</table>
# APPENDIX 3 RECOMMENDED PLANNING SCHEME ZONES AND USES

### Planning Scheme Definitions (Zone Level 1 are bold and underlined)

<table>
<thead>
<tr>
<th>Suitable</th>
<th>Not Suitable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreation and open space</td>
<td>General residential</td>
</tr>
<tr>
<td>Sport and recreation</td>
<td>➢ Low density residential</td>
</tr>
<tr>
<td>Open space</td>
<td>➢ Low-medium density residential</td>
</tr>
<tr>
<td></td>
<td>➢ Medium density residential</td>
</tr>
<tr>
<td></td>
<td>➢ High density residential</td>
</tr>
<tr>
<td></td>
<td>➢ Character residential</td>
</tr>
<tr>
<td></td>
<td>➢ Tourist accommodation</td>
</tr>
</tbody>
</table>

| Tourism                                       | Centre                                               |
|                                               | Principal centre                                     |
| Major tourism                                 | Major centre                                          |
| Minor tourism                                 | District centre                                       |
|                                               | Local centre                                          |
|                                               | Neighbourhood centre                                 |

| Environmental management and conservation     | Industry                                             |
|                                               | Low impact industry                                  |
|                                               | Medium impact industry                               |
|                                               | High impact industry                                 |
|                                               | Special industry                                     |
|                                               | Waterfront and marine industry                       |
|                                               | High technology industry                             |
|                                               | Industry investigation                               |

| Other                                         | Other                                                |
|                                               | Community facilities                                 |
| Innovation                                    | Emerging community                                   |
| Special purpose                               | Extractive industry                                  |
| Specialised centre                            | Limited development                                  |
|                                               | Mixed use                                             |
|                                               | Rural                                                 |
|                                               | Rural residential                                     |
|                                               | Township                                              |

---

Loganholme Tourism Precinct Master Plan
## APPENDIX 3 RECOMMENDED PLANNING SCHEME ZONES AND USES

<table>
<thead>
<tr>
<th>PROPOSED USES</th>
<th>RECOMMENDED USES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal keeping</td>
<td>Adult store</td>
</tr>
<tr>
<td>Animal husbandry</td>
<td>Agricultural supplies store</td>
</tr>
<tr>
<td>Aquaculture</td>
<td>Air services</td>
</tr>
<tr>
<td>Bulk landscape supplies</td>
<td>Bar</td>
</tr>
<tr>
<td>Caretaker’s accommodation</td>
<td>Brothel</td>
</tr>
<tr>
<td>Car wash</td>
<td>Cemetery</td>
</tr>
<tr>
<td>Club</td>
<td>Child care centre</td>
</tr>
<tr>
<td>Community use</td>
<td>Community care centre</td>
</tr>
<tr>
<td>Crematorium</td>
<td>Community residence</td>
</tr>
<tr>
<td>Cropping</td>
<td>Detention facility</td>
</tr>
<tr>
<td>Environment facility</td>
<td>Dual occupancy</td>
</tr>
<tr>
<td>Food and drink outlet</td>
<td>Dwelling house</td>
</tr>
<tr>
<td>Function facility</td>
<td>Dwelling unit</td>
</tr>
<tr>
<td>Garden centre</td>
<td>Educational establishment</td>
</tr>
<tr>
<td>Hardware and trade supplies</td>
<td>Emergency services</td>
</tr>
<tr>
<td>Hotel</td>
<td>Extractive industry</td>
</tr>
<tr>
<td>Indoor sport and recreation</td>
<td>Funeral parlour</td>
</tr>
<tr>
<td>Intensive animal industry</td>
<td>Health care services</td>
</tr>
<tr>
<td>Landing</td>
<td>High impact industry</td>
</tr>
<tr>
<td>Low impact industry</td>
<td>Home based business</td>
</tr>
<tr>
<td>Major sport, recreation and entertainment facility</td>
<td>Hospital</td>
</tr>
<tr>
<td>Marine industry</td>
<td>Intensive horticulture</td>
</tr>
<tr>
<td>Market</td>
<td>Major electricity infrastructure</td>
</tr>
<tr>
<td>Motor sport facility</td>
<td>Medium impact industry</td>
</tr>
<tr>
<td>Nature-based tourism</td>
<td>Multiple dwelling</td>
</tr>
<tr>
<td>Office</td>
<td>Nightclub entertainment facility</td>
</tr>
<tr>
<td>Outdoor sales</td>
<td>Non-resident workforce accommodation</td>
</tr>
<tr>
<td>Outdoor sport and recreation</td>
<td>Outstation</td>
</tr>
<tr>
<td>Park</td>
<td>Permanent plantation</td>
</tr>
<tr>
<td>Parking station</td>
<td>Place of worship</td>
</tr>
<tr>
<td>Renewable energy facility</td>
<td>Port services</td>
</tr>
<tr>
<td>Research and technology industry</td>
<td>Relocatable home park</td>
</tr>
<tr>
<td>Resort complex</td>
<td>Residential care facility</td>
</tr>
<tr>
<td>Roadside stall</td>
<td>Retirement facility</td>
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<tr>
<td>Rooming accommodation</td>
<td>Shopping centre</td>
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<tr>
<td>Rural industry</td>
<td>Service station</td>
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<tr>
<td>Rural workers’ accommodation</td>
<td>Substation</td>
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<tr>
<td>Sales office</td>
<td>Telecommunications facility</td>
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<tr>
<td>Service industry</td>
<td>Transport depot</td>
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<tr>
<td>Shop</td>
<td>Utility installation</td>
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<tr>
<td>Short-term accommodation</td>
<td>Warehouse</td>
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<tr>
<td>Showroom</td>
<td></td>
</tr>
<tr>
<td>Special industry</td>
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<tr>
<td>Theatre</td>
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<tr>
<td>Tourist attraction</td>
<td></td>
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<tr>
<td>Wholesale nursery</td>
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<td>Tourist park</td>
<td></td>
</tr>
<tr>
<td>Veterinary services</td>
<td></td>
</tr>
<tr>
<td>Winery</td>
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</tbody>
</table>
The following images display key destinations of interest in regards to potential uses for the site. They are intended to help illustrate the scale and potential of the Loganholme site.

**ADVENTURE PARK**

*Willowbank Raceway, Queensland Raceway, Ipswich*  
*Dirt Kart Track*

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**COMMUNITY RECREATION FACILITIES**

*Southbank, Brisbane*

---

*Lake Cunningham Park  
Southport Broadwater Parklands*

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Source: Logan Tourism and Expo Precinct Concept Master Plan, Tract Consultants for Logan City Council (2011)
APPENDIX 4 SITE COMPARISON

MAJOR EVENT FACILITIES

Gold Coast Convention Centre

Brisbane Convention Centre

Big Day Out (Gold Coast)

Groovin the Moo (Townsville)
THEME PARK

*Dreamworld, WhiteWater World*

*SeaWorld*

*Warner Bros Movie World, Australian Outback Spectacular, Wet’n’Wild Water World*
APPENDIX 4 SITE COMPARISON

GOLF COURSE

RACV Royal Pines