



The Chief Executive Officer
Brisbane City Council
GPO Box 1434
Brisbane Qld 4001

Via email: urban.renewal@brisbane.qld.gov.au

13 February 2026

Fortitude Valley Sustainable Growth Precinct Plan

Dear CEO

Thank you for the opportunity to provide a submission on the Fortitude Valley Sustainable Growth Precinct Plan. We would also like to thank Brisbane City Council's (BCC's) Urban Renewal team for briefing our City Vision sub-committee on the project earlier this month.

As you are aware, the Committee for Brisbane is a not-for-profit membership organisation, based around a vision of seeing Greater Brisbane recognised as the world's most liveable place. Our members are civic advocates, and represent a true cross-section of the Brisbane community, spanning professional services, infrastructure and transport sectors, urban design, universities and much more.

The recent briefing provided our City Vision sub-committee an opportunity to highlight its recent activities that align directly with the project, including its specific focus on vitality and safety in Fortitude Valley, and enhancing connectivity to, and between, key inner-city precincts.

The Committee for Brisbane strongly supports the objectives to create a Plan with an exciting long-term vision for the Valley, focusing on how we can renew this unique part of our inner city and harness opportunities presented by the Brisbane 2032 Olympic and Paralympic Games.

Precinct connectivity and walkability

In particular, we would welcome a stronger emphasis in the Plan- as it moves to the next phase- on improving connectivity and walkability, notably with Victoria Park's 2032 precinct, and Herston and Kelvin Grove's adjacent respective health and education precincts. The current and future contributions of these precincts to Brisbane's economic vitality have been highlighted in our most recent annual *Inner City Vitality Report*, notably in terms of medical innovation and research, and increasing trends around student spend and inner-city employment.

Precinct connectivity will need to consider a range of factors including:

- Transport: Active transport; Transport diversity; Transport access
- Digital: Placemaking; Wayfinding; Brisbane Narrative Art
- Time: Night Economy; Day Economy; "Dawn Economy"
- Measurement: Economic data; Movement data

- Governance: Who drives connectivity; Clear State and BCC responsibilities; Improved coordination between Brisbane Economic Development Agency, BCC and (potentially) Economic Development Queensland (EDQ); Private versus public sector roles.

Enhancing the 24/7 economy

We also recognise the Plan's objective to enhance the 24/7 economy and, in particular, draw attention to Brisbane's emerging "dawn" economy, which has implications for Brisbane's inner city including Fortitude Valley.

Our indicative analysis suggests that the economic benefits of the morning and night-time economies are equally comparable, with this trend being driven by Brisbane's sunlight hours and geography, generational shifts in activity patterns, and a focus on wellness and lifestyle spend. These opportunities could be improved in Fortitude Valley through enhancing experiential retail, improving green space and focusing on connectivity to the Brisbane River.

Supporting Fortitude Valley's character and rich heritage

We appreciate the Valley is rich in its distinctive mix of live music and entertainment venues in Brunswick Street and surrounds (Valley heart), including its surrounding mixed-use, retail and lifestyle hubs.

At the same time, we note there are parts of the Valley that require significant uplift and investment, including parts of the heritage listed McWhirters building and other privately owned but public facing shopfronts in proximity to Fortitude Valley train station. On this front, we encourage BCC to continue its engagement with the Valley's unique existing business community and other agencies to enable strategies that increase amenity and discourage antisocial behaviour.

We look forward to continuing to engage with BCC's project team and with the broader Urban Renewal team regarding our work on precinct activation and connectivity, which I trust will continue to be informative to Council's efforts.

We once again thank BCC and commend it on its goal to create an exciting long-term vision for the Valley. Should you wish to discuss the Committee for Brisbane's work or this submission further, please do not hesitate to contact me on jen@committeeforbrisbane.org.au or 0448 432 936.

Yours sincerely



Jen Williams

CEO- Committee for Brisbane