

QUEENSFIELD



QUEENSFIELD A NEW APPROACH TO INDUSTRIALIZATION

QUEENSFIELD—Australia's first planned Industrial Park—is the result of creative thinking in a State-sponsored drive to hasten Queensland's industrialization and to improve its living standards.

Advisory services, productivity programs, supervised credit arrangements and development banks have been developed and applied successfully to the problem of initiating and sustaining the development of small and medium-scale industry. To this list of 'tools for industrialization', the *Industrial Park* is now being added.

Several years ago, following the return from an overseas tour of the then Deputy Premier and Minister for Labour and Industry in the Queensland Government, the Honourable K. J. Morris, M.L.A., the Queensland Government recognized the need for Industrial Parks—even though the concept was yet entirely new to Australia.

Cabinet approved of the project to make land available for an Industrial Park in Brisbane. Months of careful investigation resulted in the selection of an area of almost 400 acres at Wacol, on the main highway to Sydney and the Darling Downs, and halfway between the Brisbane Central Business District and the fast-growing city of Ipswich. Development requirements and specifications were drawn up by the Government in keeping with the highest overseas standards on Industrial Parks and tenders were called.

Meanwhile, quite independently of the Queensland Government, Savoy Corporation Limited, one of Australia's leading real estate development companies, had reached the conclusion that Australia needed Industrial Parks at strategic centres. The Queensland Government approached Savoy Corporation to consider developing the land at Wacol. Savoy's executives, skilled in the art of assessing new fields of development, had already conferred with Savoy's associate companies in America and England. Confident that the concept of Industrial Parks was a timely one, Savoy Corporation invited several leading overseas industrial realtors and brokers to Australia.

Detailed location analysis led to the conclusion that the site chosen by the Queensland Government for Australia's first Industrial Park was an ideal one.

The stage was therefore set for the pooling of the resources, the determination, drive and desire of the Queensland Government with the experience, knowledge and ability of Savoy Corporation Limited and its professional advisors and consultants.

After many months of careful investigation, planning and negotiation, the date for the signing of the contract documents between the Government and the Corporation was set for February 1963 and this brochure is published to mark the occasion.

Australia's first Industrial Park has been named QUEENSFIELD, in honour of the pioneer State which sponsored it. The Government intends that this name will in future replace that of Wacol, not only for the Park, but also for the local railway station and the district generally.

What Is An Industrial Park ?

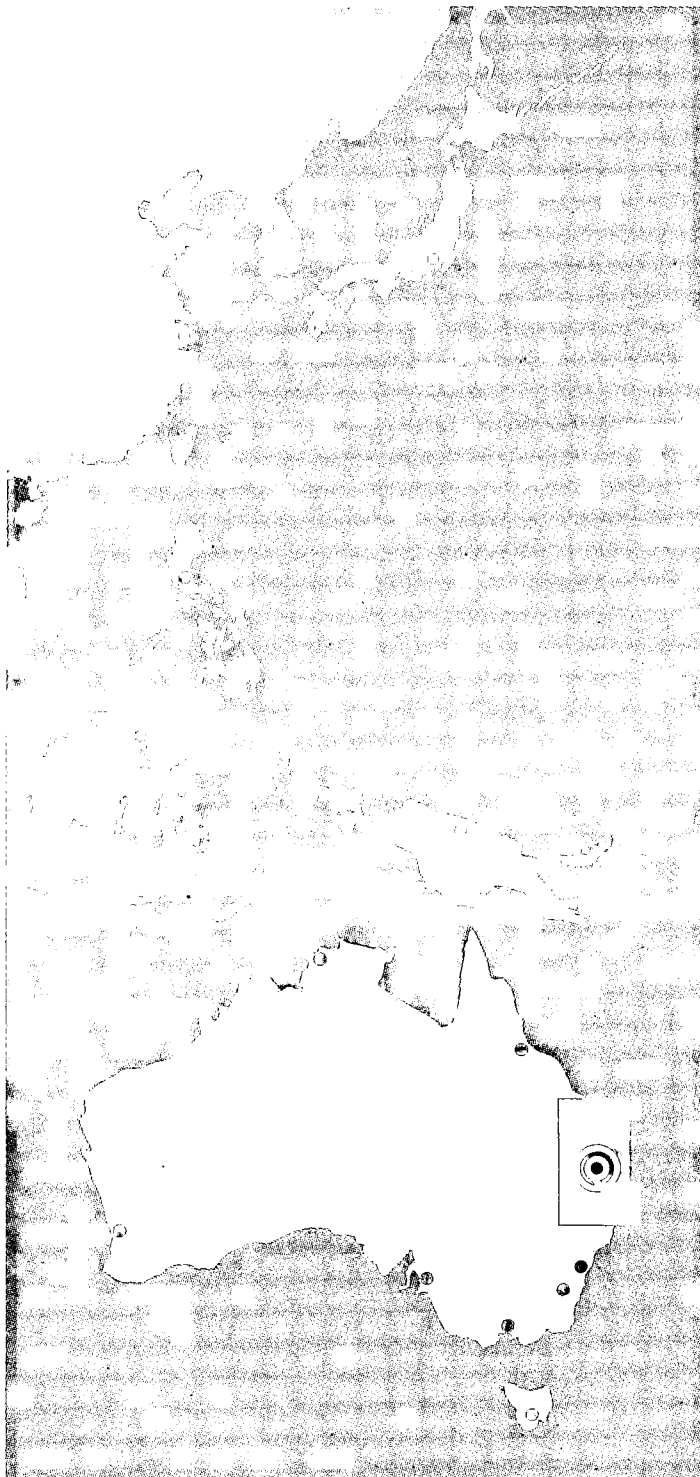
The Dartmouth College Conference on Industrial Parks in 1958 defined it as:

'A parcel of land which is subdivided and developed according to a comprehensive plan for the use of a community of industrial enterprises. The plan must make detailed provision for streets and roads, transportation facilities, and installation of utilities. The plan may provide for the erection of factory buildings in advance of sale or lease to occupants. The plan must insure adequate control of the site and buildings through zoning through private restrictions incorporated as legal requirements in deeds of sale or leases, and through the provision of continuing management, all with a view to protecting the investments of both the developer of the Park and the tenants.'

How Can It Speed Industrialization ?

It provides economies of increasing scale. The reduced unit costs of operation, which come with the increasing size of a business or its volume of production, are a feature of an Industrial Park.

This unique type of enterprise provides suitable location, accommodation, and services for a comparatively large group of manufacturing and distributing enterprises. Therefore, within certain limits, unit costs of estate development, administration and promotion will decline with the increasing size of the project. These economies become even more obvious with centralized planning, construction and installation of facilities.



External economies arise from the location of a firm in association with a group of other firms, and from the impact on the regional community of such an aggregation of enterprises. The project makes it economically feasible to provide and support facilities and services which would be impossible to supply for an individual enterprise.

Other less tangible economic benefits include the spread of technical know-how and skills among workers and management, mutual stimulation and inspiration, and the ability to attract a large pool of good industrial labour. All these factors can assist in attracting overseas and inter state companies to establish and invest in the Park.

How Does It Benefit The Industrialist ?

The major economic advantage of settling in an Industrial Park results from the development company's ability to provide improved facilities and services more economically and expeditiously. For example:

The industrialist saves the cost of conducting a survey to find a suitable site for his factory, because location analyses are available from the developer.

He avoids the problems of finding a suitable parcel of land and collecting all relevant information, from ownership to serviceability.

Where land assembly is necessary, he avoids delays of haggling and possible build-up of prices if he is dealing with several owners.

The developer of the Park generally benefits tenants substantially by negotiating agreements with all the many Government Departments, Authorities and Councils. In isolated negotiations with the Authorities, the individual industrialist is in a weaker bargaining position.

Evidence of tax or rate agreements reached between the developer and the municipality concerning the level of tax or rate assessments is of particular importance.

The small manufacturer, just commencing in business, may rent space in a special 'flatted' factory, and may transfer to his own land and building after he is firmly established.

Concentrating a large group of industrialists in the Park makes it economically feasible to place certain important common services and facilities at their disposal. Besides staff clubs and post office facilities, there are banks, shops, a hotel, and recrea-

tional facilities, such as an oval, with the possibility of a bowling green and swimming pool. Other services may include a testing and standards laboratory, a public weighbridge, secretarial services, security, fire and medical services, a demonstration centre and industrial advisory services.

An industrialist establishing in the Park will require less capital, due to the terms available for direct acquisition or for leasing. Thus, the industrialist is in a position to devote capital to production, instead of equity investment. He may also make substantial tax savings.

Of great importance to the tenant is protection through covenants against nuisances and causes of friction, which in turn attract better and more stable companies. Architecture, and landscaping around the factories, will also be carefully designed and strictly controlled to provide superior working conditions and to attract high quality employees.

How Does It Benefit The Community ?

Some of the desirable aspects from the broad community point of view are:

Specialized requirements for water, sewerage and electricity can be provided efficiently at less public expense. The grouping of industries is perhaps even more important than the concentration of housing development, because of the heavy demand for water, sewerage, power and other community services.

Large generation of intra-area traffic is kept off arterial highways and 'ribbon' development is avoided.

Provision of police, fire protection and ambulance services is somewhat specialized for industrial areas and can best be provided in major concentrations of industry.

The Industrial Park, by providing an incentive for inner city factories to move to better sites, will accelerate the movement of industry in the right direction and so help to clear central city sites needed for redevelopment.

How Does It Benefit The National Economy ?

Industrial Parks play an important part in the national industrialization program as a convenient mechanism for assisting industry by making financing easier, by simplifying subsidization measures, by improving production and distribution flows, and by generally raising productivity through better environmental design.

QUEENSFIELD A STRATEGIC LOCATION

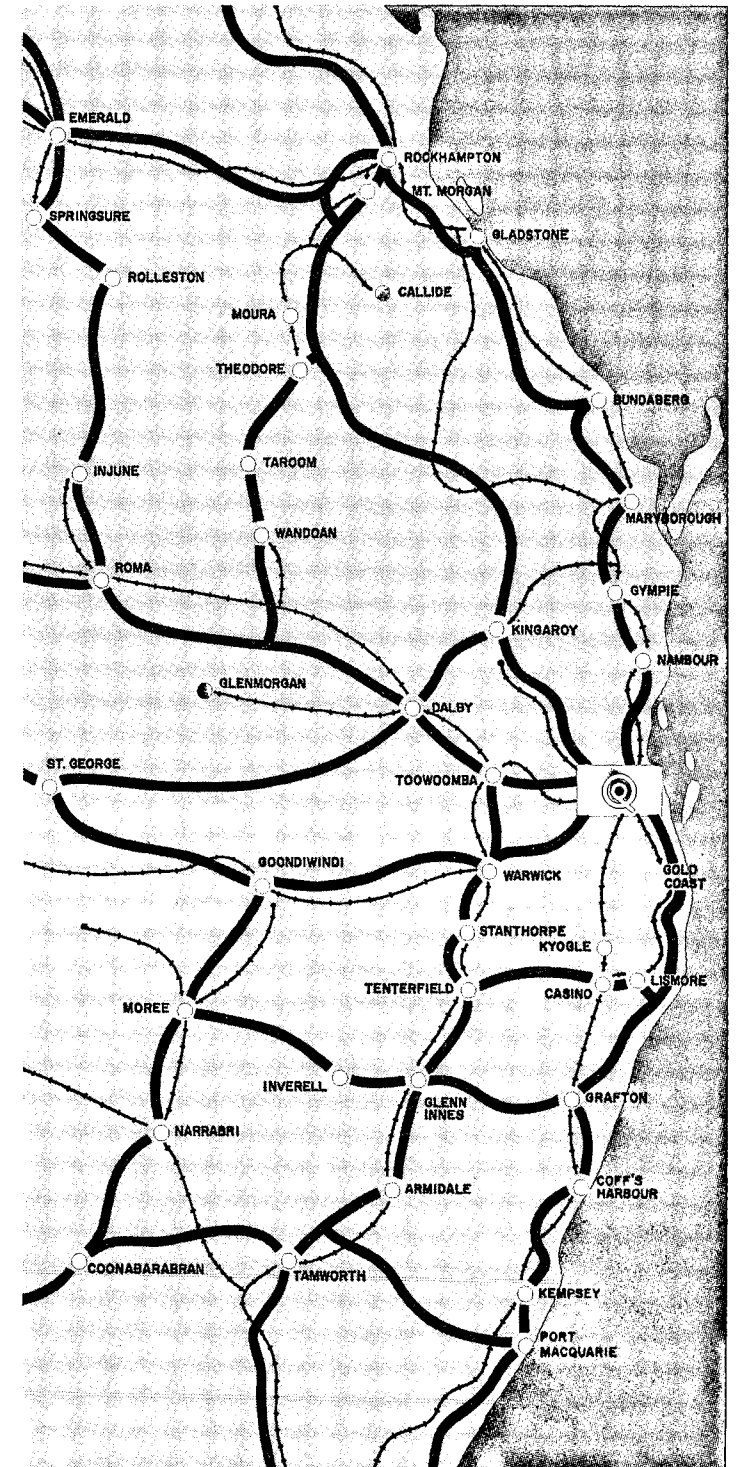
Manufacturers and distributors who locate in Queensfield will have as a market not only the whole of Queensland, but also a substantial part of Northern New South Wales. This immediate consumer market comprised, in 1961, a total of 1,850,000 people, occupying 490,000 dwellings. This excludes, of course, any additional market to be gained by exports further interstate or overseas.

Within a 300-mile radius of Queensfield, there was, in 1961, a total population of 1,528,000 people, occupying 406,000 dwellings. Some 330,000 of these people and some 86,000 of these dwellings were in North Eastern New South Wales.

The populations of Queensland and Brisbane are growing faster than New South Wales and Sydney. Over the seven years 1954-61, Queensland grew by 15.21% and Brisbane by 19.52%, compared with 14.41% and 17.19% for New South Wales and Sydney.

The Brisbane Metropolitan Area and the City of Ipswich in 1961 contained 670,229 people and 181,084 occupied dwellings. The City of Ipswich grew by 25%, to 48,679 population, over the seven years to 1961.

Future population growth is calculated to continue at much the same rates of growth, although these rates could jump in the near future, with further major developments like the recent Moonie discoveries of commercial oilfields. The population of the City of Brisbane alone is officially and conservatively projected to reach 1,050,000 within 17 years.



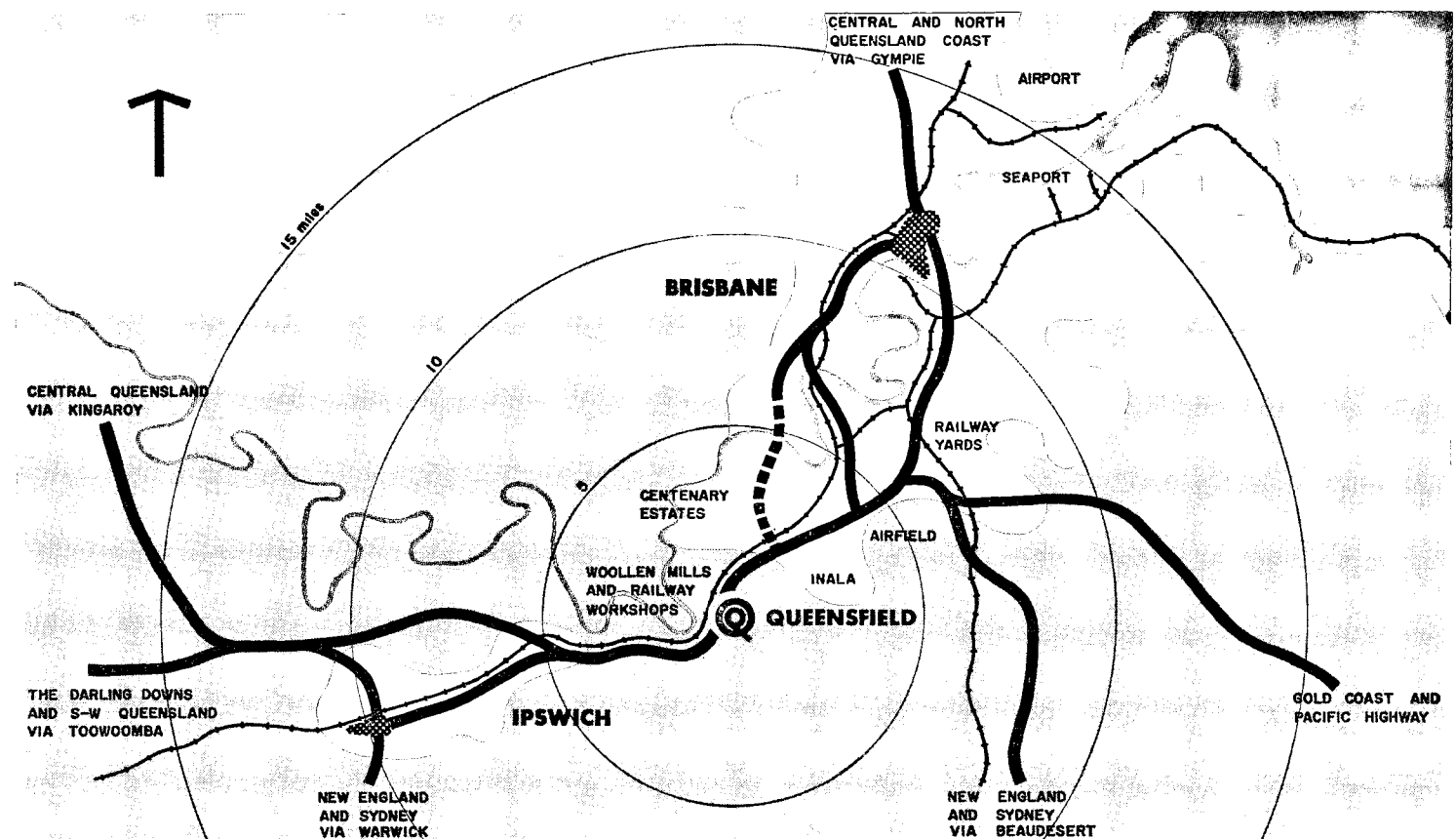
Queensfield is strategically located halfway between the centres of Brisbane and Ipswich. These two cities are growing out to meet each other and are increasingly functioning as one city region. Ipswich is to Brisbane as Parramatta is to Sydney, or Dandenong is to Melbourne.

Queensfield is on the 'Ipswich Road', one of the fastest and widest highways in Australia, designed and zoned for 60 m.p.h. This is the main highway from Brisbane to Sydney, to New England, to the rich Darling Downs, and to the Moonie oil-fields. Industrial linkages are strong up and down the Ipswich Road. Within a few miles of Queensfield are large new establishments for the Queensland Railway Workshops, Commonwealth Industrial Gases, Morris Woollen Mills, Rothmans, Besley & Pike, and the Darra Cement Works.

Wacol Railway Station at Queensfield provides both public transport and rail marshalling yards. The nearby Archerfield aerodrome provides light aircraft facilities. A 'bus route will link Queensfield to Inala and Rocklea.

Inala is a Housing Commission development, $1\frac{1}{2}$ miles east of Queensfield. It already houses 12,000 people and is planned to accommodate 35,000. Inala already provides a labour pool of up to 6,000 workers, and will eventually provide up to 17,000, living within minutes of the Park.

The exclusive residential suburb of Kenmore will be given direct access to Queensfield via the nearby new Centenary Estates project.



QUEENSFIELD A CAREFULLY PLANNED PROJECT

The 'best' plan for any project is an optimum series of arrangements of the ideal and the possible, which is strong, simple, and yet flexible. Arriving at the best is a long journey of exploration through all the factors and possibilities, in which many different specialists participate.

The Queensfield plan is the result of such a journey. The concept is basically that of industries in a parklike setting, with high accessibility and visibility. The basic pattern is a central ring boulevarde, linked radially to each surrounding road, bisected and edged by park strips. The ring road is the main artery of the Park. It gives easy access for all the occupants of the Park, not only to and from each other, but also to and from Brisbane and Ipswich. The ring boulevarde and the radial streets have been 'squared off' as far as possible and the plan therefore gives all the traditional advantages of the simple grid-iron type of subdivision. Two of the major aims of this plan are to give every industrialist the accessibility and spaciousness of a 'main road frontage' and to create such a strong and simple basic road pattern that no worker, truck-driver or visitor could ever have any trouble finding his destination.

Roadworks

The roads in the Park will be constructed to a standard and finish rarely attained in Australia for general industrial purposes. The main entry road and ring boulevarde will have reservations of 110' width, with a central median strip 20' wide. Pavements will be 22' each, with 22' footpaths, fully kerbed and guttered. The metal pavement will be capable of carrying 18,000 lb. axle loads. Other internal roads will have varying reservation and pavement widths, but all will carry up to 18,000 lb. axle loads. Progress and Boundary Roads will be improved as required by the Government in keeping with the standards of the internal roads.

The new main entrance from the highway (see plan) has been designed to the highest standards for 60 m.p.h. highway traffic flows. It is proposed that the intersection will ultimately be controlled by traffic lights forming part of a synchronised system along the highway.

Flood Protection

The Park is bisected by a meandering stream known as Sandy Creek. The stream will be relocated in part, widened and improved to a flow standard of 5' per second. The redesigned

creek will cater for a 50-year flood maximum with a run-off co-efficient of 0.5, which would give a maximum flood of 3,300 cusecs. Detailed studies by the Consulting Civil Engineers and the Department of Irrigation have shown that, should such an improbably large flood ever occur, the development itself would be quite safe, and the run-off would not damage downstream property.

Landscaping and the Lake Park

The plan provides a strip, approximately 100' wide, along the highway frontage for full landscaping, together with a service road parallel to the highway. This proposal, although costly, will provide appealing vistas of buildings seen from the highway through clusters of trees and shrubs.

The relocated creek is set in a 250'-wide park reserve, which will be fully landscaped in harmony with the landscaping of all the roads and frontages of the Park. Staging weirs will be built along the creek, and lakes will be formed behind these weirs to further enhance appearance. These landscaped lakes will provide ideal places for workers to have lunch and should ultimately become scenic attractions in their own right.

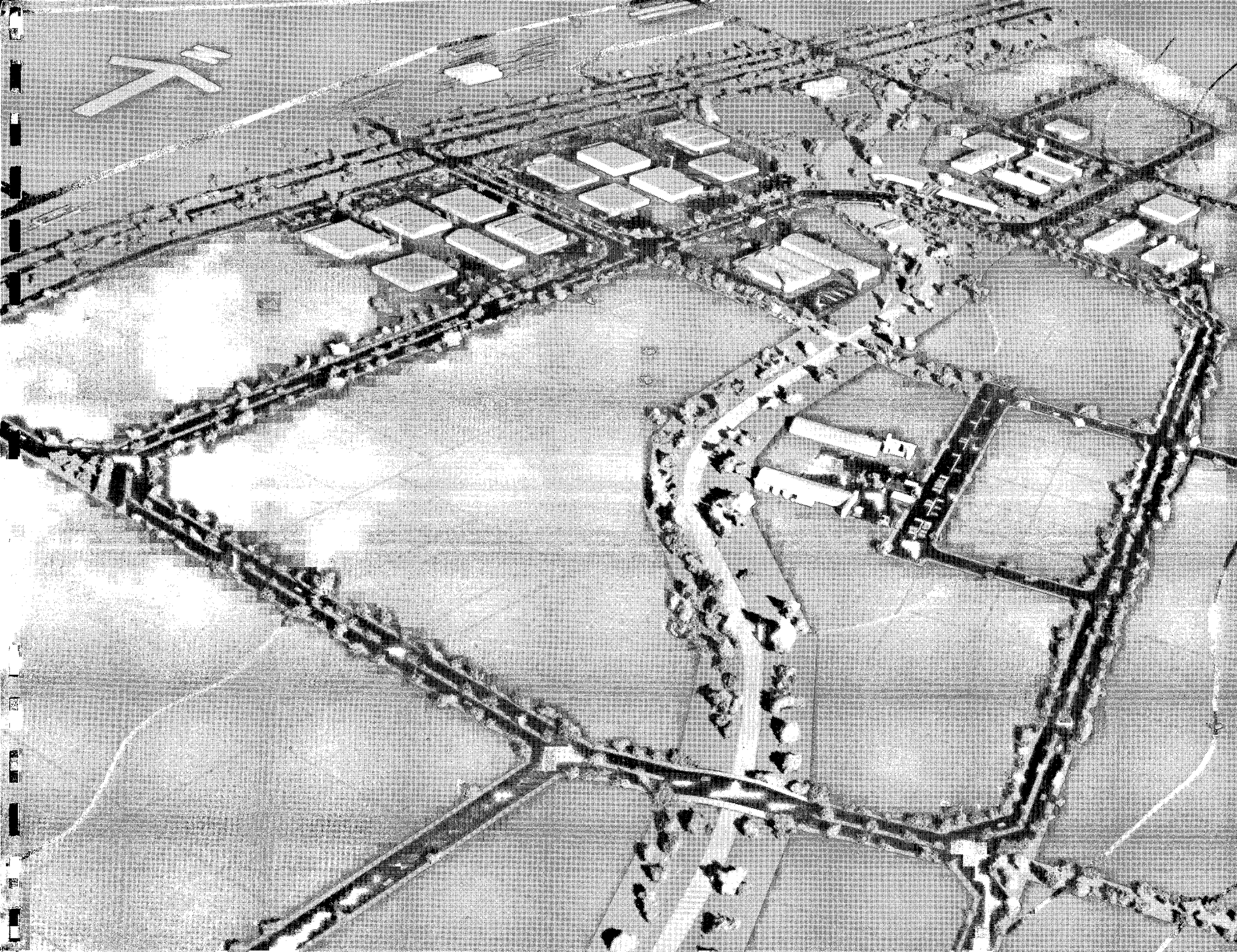
Water and Sewerage

The development Corporation will reticulate water throughout the Park to meet all requirements and to cater for the full specifications of fire underwriters. The Local Authority has stated that it will augment the existing mains supply to the Park not later than June 1964.

The development Corporation will build its own sewerage treatment plant, now being designed to cater for an equivalent population of 2,000 persons, and to facilitate extension to cater for a population of 9,000 persons. The effluent will be treated to a standard of 15 parts per million biochemical oxygen demand, and 25 parts per million suspended solids prior to chlorination. The effluent will be treated so as to leave a chlorine residual of 0.5 parts per million after half-an-hour.

Power

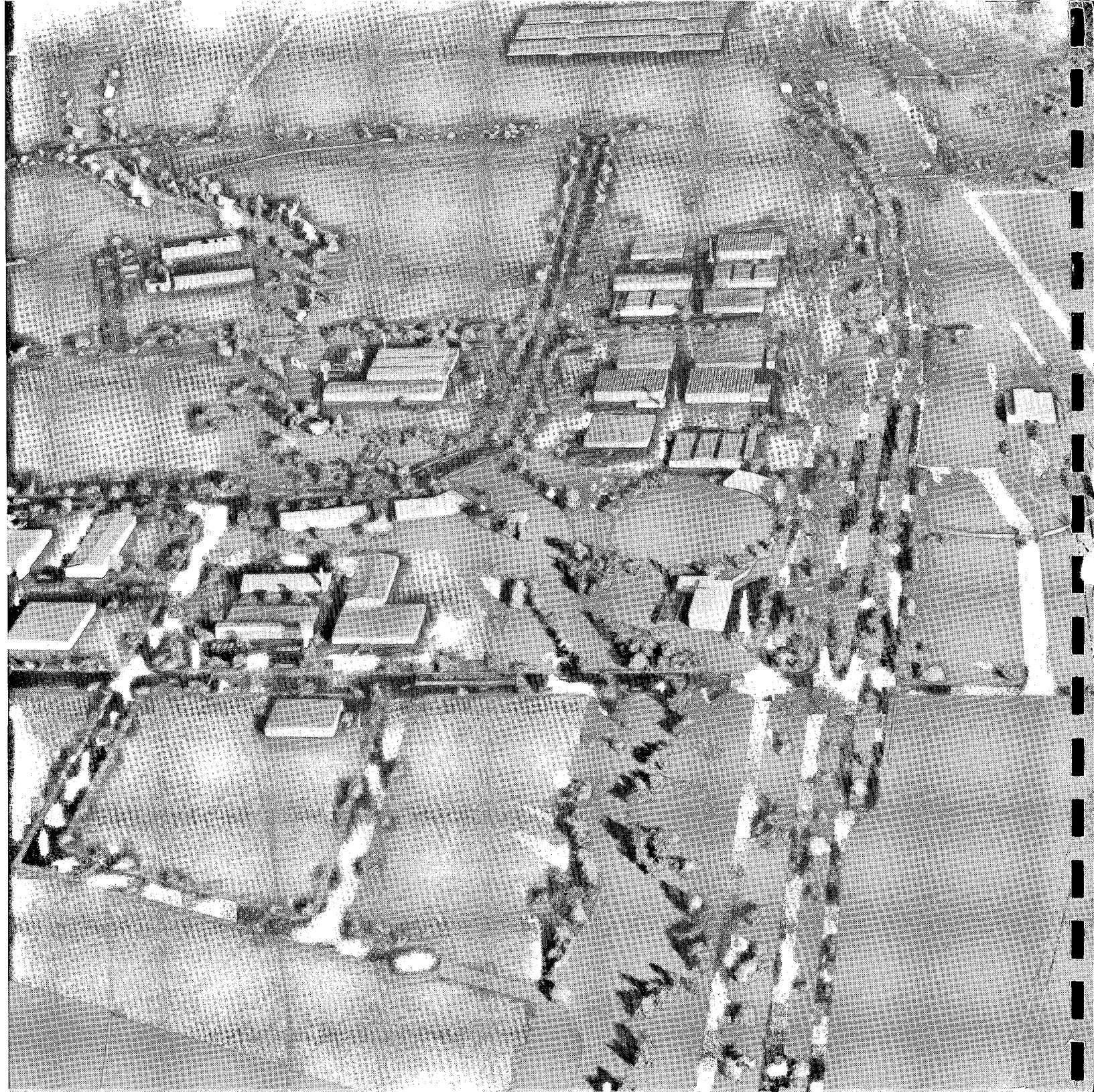
The development Corporation has arranged with the Local Supply Authority for the provision of electrical reticulation in the Park. Every effort is being made, for aesthetic reasons, to have the electrical reticulation kept underground.

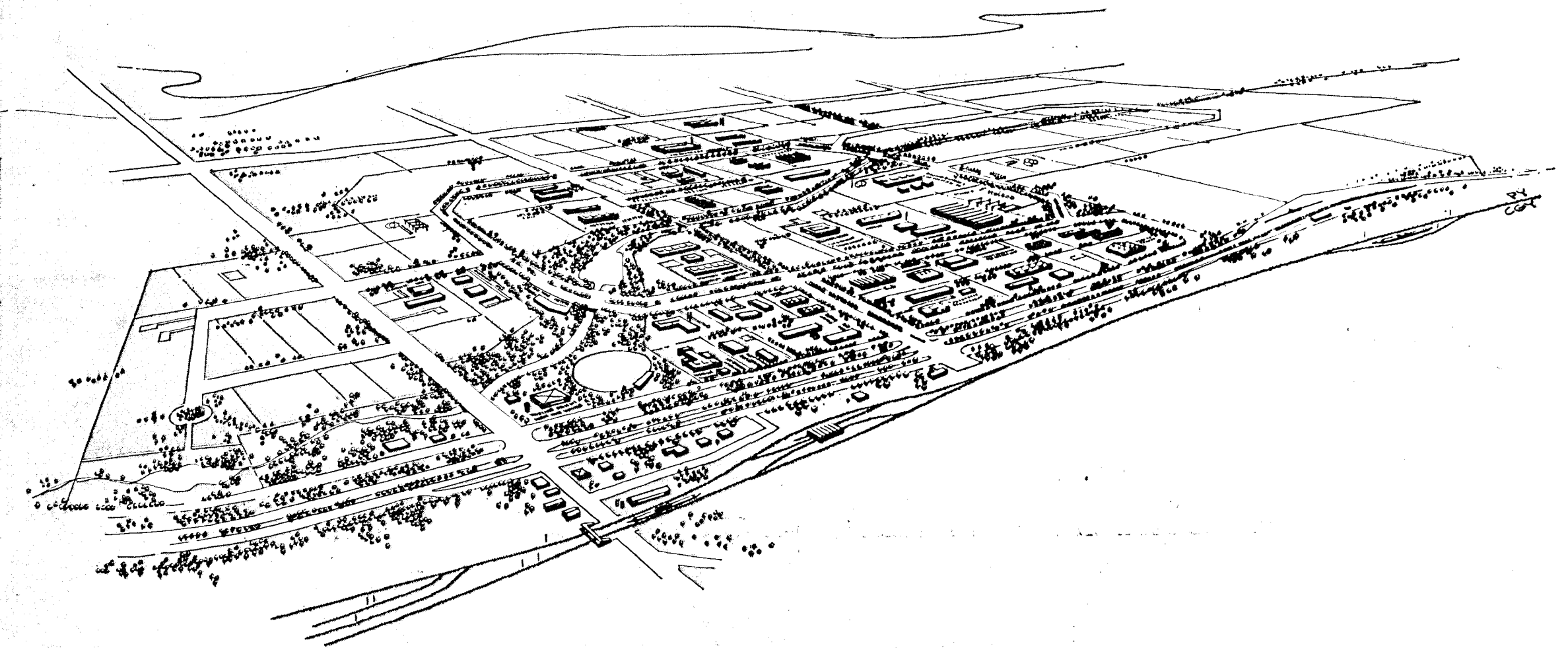


*Photography by
David Moore*

**View of Model,
showing the
Ring Boulevard
from the South.**

View of Model from the North,
with the Highway and Railway
on the right, and the Progress Road
intersection in the lower centre.





Enquiries regarding participation in the Park
should be directed to:

Savoy Corporation Limited
Head Office: 155 King Street, Sydney, N.S.W., Australia
Telegrams: Realtors, Sydney

DEVELOPER

SAVOY CORPORATION LTD

under contract to the Queensland Government

an Australian public company
specializing in real-estate development
throughout the Commonwealth

CONSULTANTS

Builders **Austin Anderson (Australia) Pty Ltd**
a subsidiary of The Austin Company of America
one of the largest builders in the world

Concrete Constructions Pty Ltd
Australia's largest builders

Research/Analysis **The Urban Planning and Research Centre**

Planners/Traffic Engineers/Architects **Clarke Gazzard Yeomans**

Civil Engineers **Cardno and Davies**

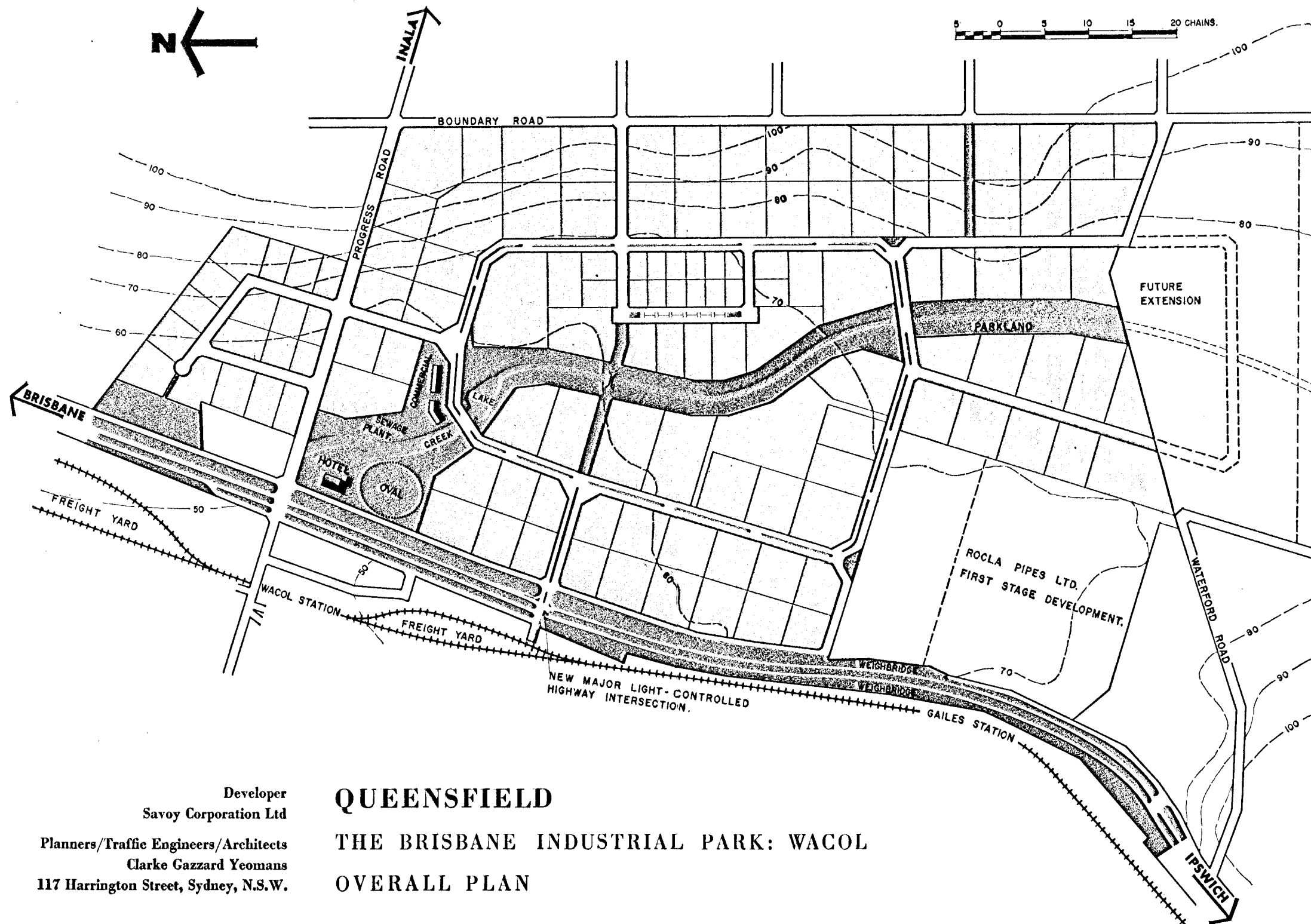
Surveyors **R. S. Jones Follett and Pike**

Solicitors **F. W. Lippiatt & Company**

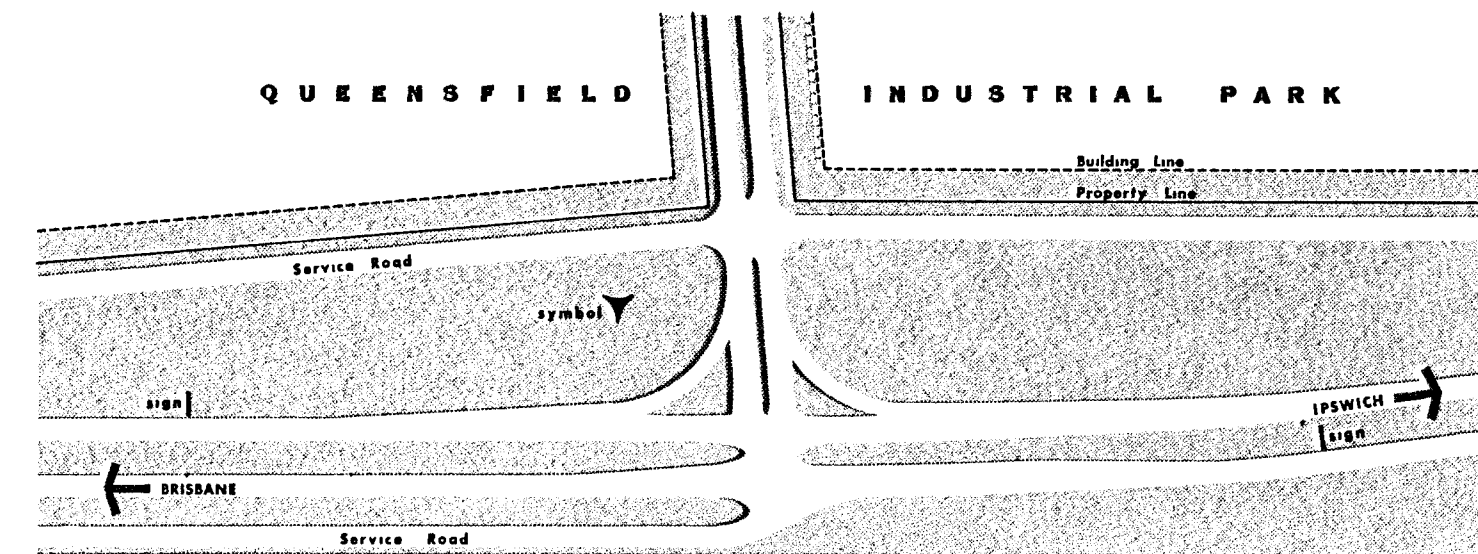
Bankers **The Commercial Banking Co of Sydney**

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have been designed by
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QUEENSFIELD A REALISTIC DEVELOPMENT PROGRAM



Subdivision Flexibility

While the overall major road pattern is now fixed, the actual precise subdivision boundaries are still flexible and will remain so up to the time of negotiations with each new industrialist. Each industrialist's special needs for site area and site shape can be accommodated.

Car Parking

Detail plans will encompass the provision of special off-street employee and visitor parking areas serving clusters of small and medium sized establishments. Large establishments may prefer to cater for their own parking needs close to their own buildings.

Staging of Development

The Corporation will develop the first area of 60 net acres and adjacent roads by September 1964. This first stage will be all the land on either side of the main entry boulevard and part of the land along the ring boulevard near the main entrance. A small area will also be developed fronting Progress Road, to give balance to the area and to provide allotments of varying type and price. Creek diversion and landscaping work will be included in the first stage. Depending upon the rate at which this land is taken up, the second and later stages will be

developed. When 75% of a stage has been leased or sold, development work on the next will begin.

Research

The Urban Planning and Research Centre Pty Ltd, on behalf of Savoy Corporation, and with the co-operation of the Queensland Government, is carrying out an intensive study of existing industrial development and development potential in Brisbane. This study has the dual purpose of assisting in the planning and in assessing the probable rate of development of the Park. The study will make it possible to design, plan and provide all the services and facilities which industrialists need or would welcome.

Finance

The development Corporation proposes to fully finance the construction of all the roads, drains, creek diversion, sewerage and water reticulation, and is prepared to arrange, through its local and international associates, for lease finance to assist in the erection of factory buildings for selected industrialists. The Corporation is also prepared to provide a full 'turn-key' or 'package' proposition to those who may be interested in such a service. Each case, however, will be discussed and dealt with individually in the utmost confidence, and the best solution for each particular case will be found.