

BROADWAY HOTEL & RESIDENTIAL DEVELOPMENT

URBAN CONTEXT REPORT



CONTENTS - URBAN CONTEXT REPORT

01 SITE CHARACTERISTICS & CURRENT

Site Area / Context

History

Existing Urban context

Heritage Building & Current Site Condition

02 VISION

Design Response

03 MATERIALITY

04 FORM & ARTICULATION

05 CITYSCAPE & BUILT FORM

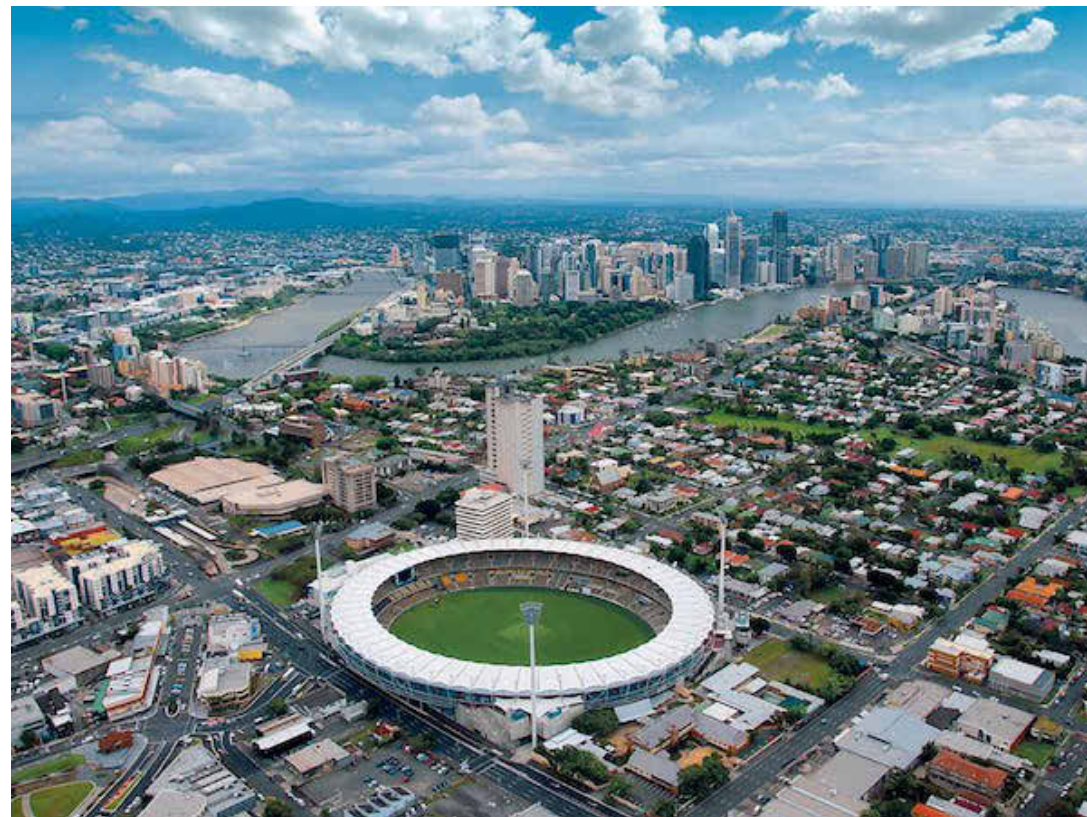
Surrounding typologies

Transport & Permeability

06 STREETSCAPES

07 VIEWS

08 PUBLIC REALM & CONNECTIONS

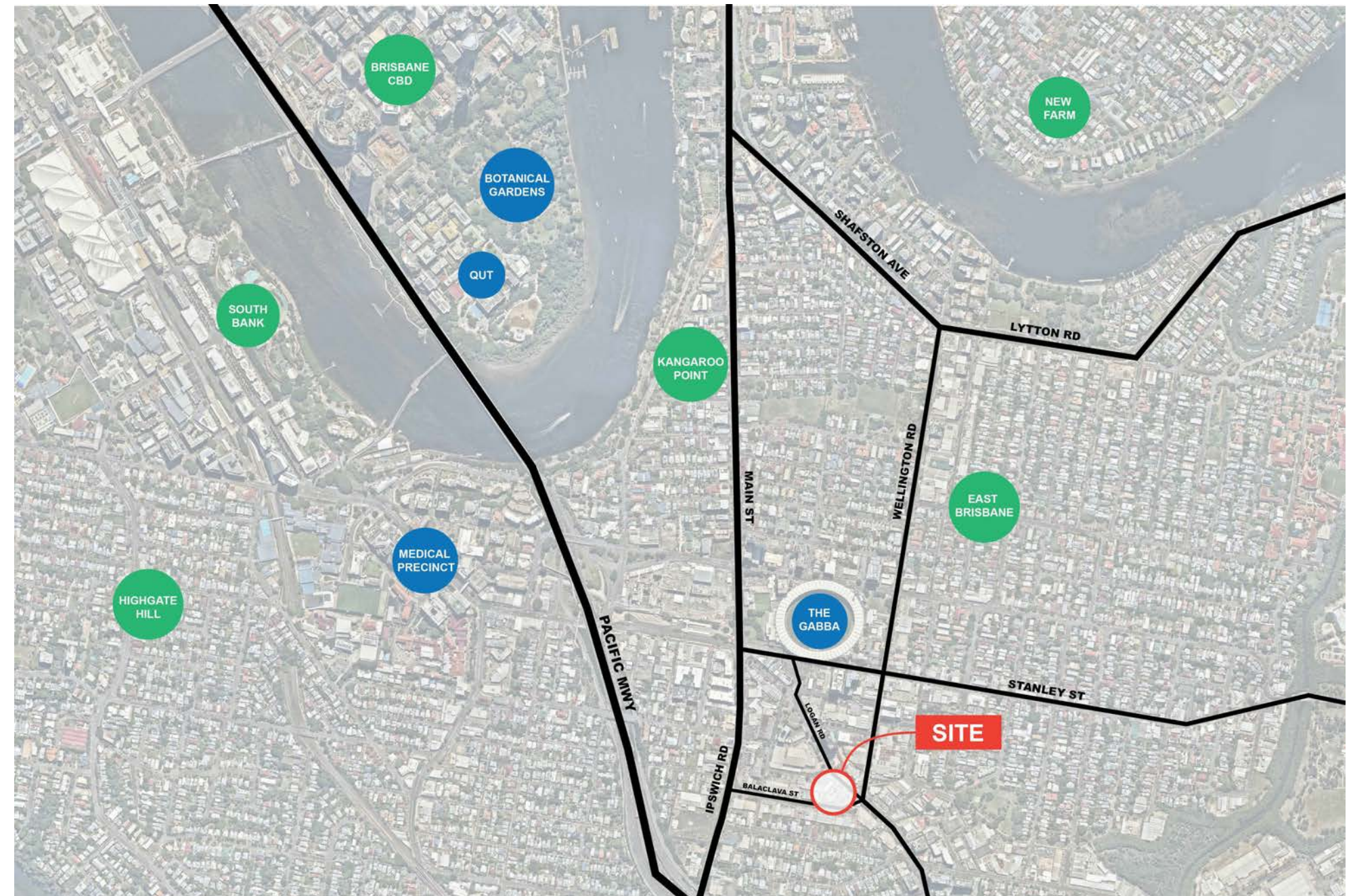


SITE CHARACTERISTICS

SITE AREA / CONTEXT

Woolloongabba, an inner suburb between South Brisbane and Kangaroo Point, is located 2 km south-east of central Brisbane. Woolloongabba is one of inner-city Brisbane's hidden gems. The heritage of the area inspires feelings of nostalgia, as you stroll through the retail precincts filled with antique stores and historic buildings. New retailers are regularly welcomed into the area, adding to the suburbs ever growing vibrancy and reputation for high quality restaurants. Both state and local governments recognised the importance of the area and adopted the Woolloongabba Centre Neighbourhood Plan which encourages more high-density developments. Woolloongabba is quickly evolving, and is almost unrecognisable compared to 20 years ago, save for the iconic Gabba Stadium.

The Woolloongabba Cricket Ground, known as THE GABBA and established in 1895, is set for demolition ahead of the 2032 Brisbane Olympic Games. Once the site is cleared, plans are currently in place; (though subject to change), to redevelop the area into a vibrant mixed-use precinct, combining entertainment, residential, and community spaces. This transformation aims to honor the legacy of the historic site while providing a dynamic urban environment that will serve Brisbane residents and visitors for decades to come. The redevelopment is expected to create a lively new heart for Woolloongabba, integrating public spaces, recreational facilities, and cultural activations, ensuring that the former home of THE GABBA continues to contribute to the city's social and urban fabric even after the stadium itself is gone.



SITE CHARACTERISTICS

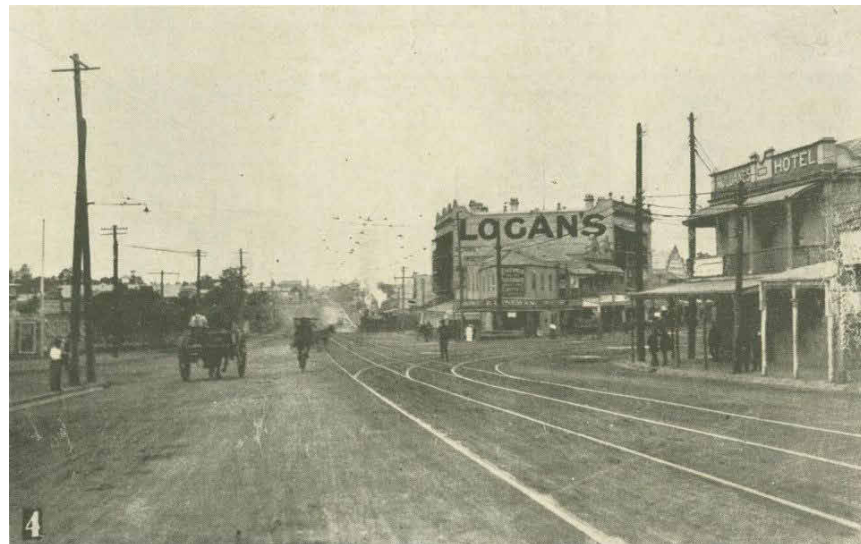
HISTORY

Before the onset of British colonial development in the 1820s, the Aboriginal people of the Turrbal and Jagara clans knew the place as Woolloon Capemmm meaning 'place of whirling water', a name that reflected the abundant waterholes, swamps and creeks in the area.

As the European settlement of Brisbane gathered pace in the 1860s-1880s, most of the southerly traffic from Ipswich Road and Logan Road converged at the site, at the intersection with Stanley Street and Main Street through Kangaroo Point to create the famous 'Gabba Fiveways'.

Woolloongabba became the official name of the suburb in the 1870s.

A tram service drawn by horses was active after 1885, with electric trams after 1897. After 1895, these brought crowds to football and cricket matches at the recreation reserve later named the Brisbane Cricket Ground.



SITE CHARACTERISTICS

44 BALACLAVA ST, WOOLLOONGABBA, QLD 4102

Located in the heart of Woolloongabba, the site is within walking distance to world famous Gabba Sport Grounds which is planned to be redeveloped into potentially a mixed-use residential precinct and only a few minutes' drive away from major hospitals and the soon to be Cross River Rail station. Most importantly, the site is home to the heritage listed Broadway Hotel. Situated on a prominent corner of Logan and Balaclava Street, prior to its downturn, the Broadway Hotel offered its truly stunning old charm of late Victorian architecture in Brisbane.

The Broadway Hotel, designed by John Hall and Sons, was built in the late 1880s for publican Michael McKenna as a luxury hotel option for Brisbane visitors. The hotel offered superior accommodation with single and double bedrooms, bathrooms, extensive stabling and buses and trams that would pass the hotel every five minutes.

Sadly, the hotel was subject to a fire in 2010 which damaged a major portion of the 19th-century structure. Another fire in 2018 resulted in further considerable damage to the structure, leaving the hotel in ruin. The property was purchased in 2021, with its new owners engaged to undertake extensive restoration work and revitalise the site.

EXISTING URBAN CONTEXT

Brisbane is currently experiencing substantial population growth due to subtropical lifestyle and relative affordability which originated during the coronavirus pandemic. This is anticipated to increase further supported by the economic benefits anticipated to be derived from the Olympic Games in 2032.

The South East Queensland Regional Plan Shaping SEQ (2023) substantially increased housing targets for local governments in South-East Queensland (SEQ) and identified priority areas to accommodate growth. The plan outlines that the Metri sub-region, which includes inner-city Brisbane, is the densest sub-region in SEQ and presents the most significant opportunity to achieve greater diversity in housing close to jobs, services and facilities.



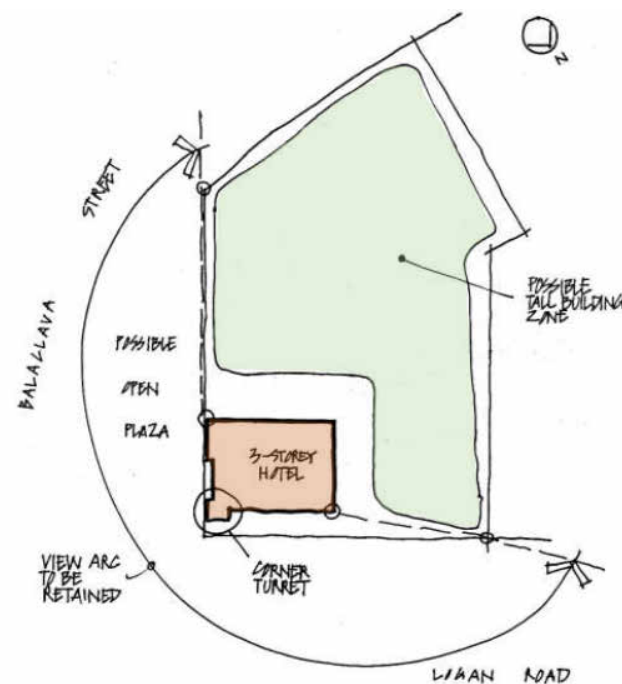
SITE CHARACTERISTICS

EXISTING HERITAGE BUILDING & SITE CONDITION - CURRENT

The Broadway Hotel Existing Heritage building condition is in an advanced state of neglect, marked by crumbling masonry, broken panelling, graffiti, and unsafe internal conditions filled with debris and signs of vandalism. Years of exposure following major fires in 2010 and 2018 have left large portions of the roof collapsed, interiors exposed to weather, and structural integrity compromised. Security measures remain inadequate, with damaged fencing and broken windows enabling unauthorised access, further accelerating deterioration and increasing fire risk.

The conservation management plan 2023 by Ivan McDonald Architects is a defining resource for the redevelopment of the Broadway Hotel site. The proposal demonstrates a careful integration of heritage and contemporary architecture, combining the restoration of the existing hotel with a new residential tower. The design seeks to retain and celebrate the historic fabric of the Broadway Hotel while introducing additional density and modern amenities on the site.

A podium and pelmet design establishes a strong visual connection to the heritage building by continuing key horizontal lines, tying the old and new together in a cohesive composition. The laneway entry point activates both the street edge and public space, encouraging pedestrian movement and creating a lively interface between the heritage structure and the new development. A deliberately designed void between the hotel and tower creates a clear distinction between old and new, ensuring the scale and character of the heritage building are respected while allowing the residential tower to read as a contemporary addition. This approach balances preservation with urban growth, fostering a dynamic yet sensitive streetscape that celebrates the site's historical significance.



VISION

VISION STATEMENT

Context

Located in the heart of Woolloongabba, the site is home to the heritage listed Broadway Hotel. Situated on a prominent corner of Logan and Balaclava Street, prior to its downturn, the Broadway Hotel offered its truly stunning old charm of late Victorian architecture in Brisbane. The proposed design will aim to restore and revitalise the hotel bringing it back to its glory and engaging the local community.

Opportunity

Broadway Hotel is an iconic heritage building engraved into the rich history of Brisbane. The site presents a great opportunity to not only restore but add new meaning and purpose to the Broadway Hotel by integrating the two built identities and creating open communal spaces. Most importantly, 44 Balaclava Street can serve as an opportunity to inspire the restoration, preservation and adaptive re-use of heritage buildings all over Queensland.

Strategy

The development of the residential tower offering a mix of residential units, podium communal mixed-use spaces and a ground level laneway with hospitality components. The design aims to activate the street front by creating new recreation and dining areas, blurring the lines between public and private spaces. Whilst respecting the architectural language of the existing hotel, the new designs offer visual contrast between new and old, attracting multiple members of the community to the site.



VISION

DESIGN RESPONSE

The proposed development will respectfully sit juxtaposed against the heritage hotel is a contemporary three-wing residential tower offering high-end apartments with expansive city views, generous outdoor recreation spaces, and premium shared amenities. These include a gym, games room, private dining areas, a business centre, cinema, sauna, and a rooftop terrace.

The tower features a continuous, wave-like façade that delivers a dynamic and visually engaging presence for passersby. A carefully curated palette of neutral materials and abundant greenery throughout the building fosters a thoughtful dialogue between the historic and the new, enhancing the sense of cohesion across the site.

At ground level, an internal laneway will connect the restored hotel to the residential tower, lined with a bar, café, and casual dining options. This activated laneway precinct will energise the ground plane, foster community engagement, and further reinvigorate the Broadway Hotel.

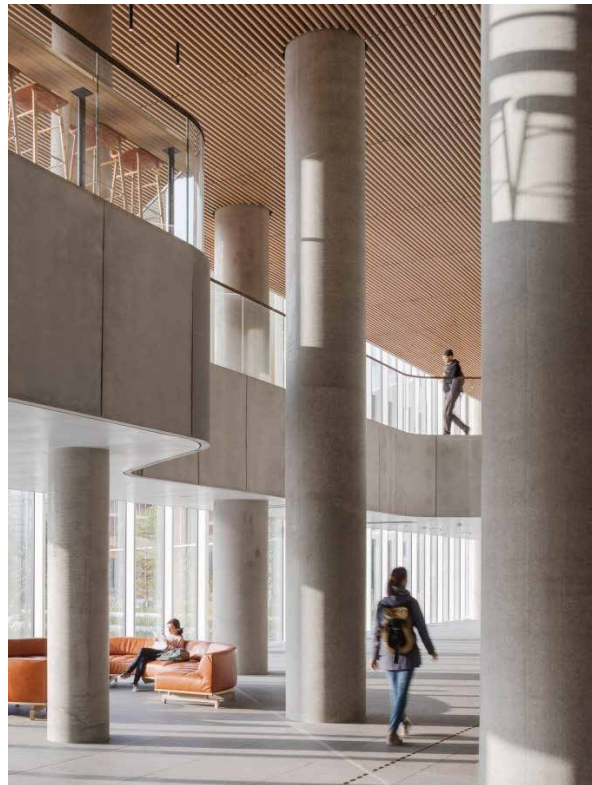


MATERIALITY



GLAZED CURTAIN WALL

LANEWAY, LOBBY AND PODIUM - FLOOR TO CEILING - ALUMINIUM
FRAME



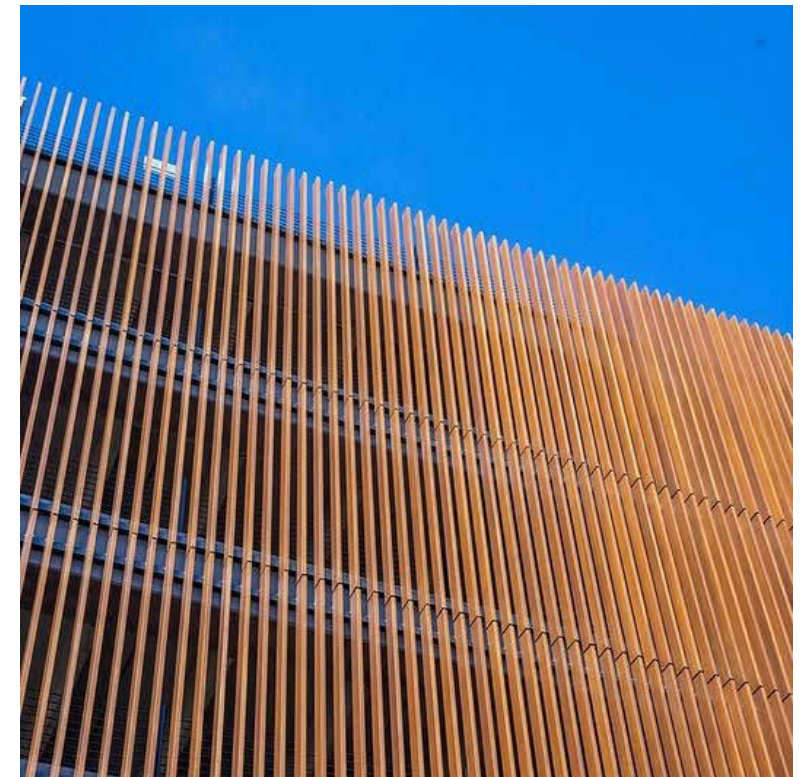
EXPOSED CIRCULAR CONCRETE COLUMNS

LANEWAY, LOBBY AND PODIUM - SMOOTH FINISH



EXPOSED CONCRETE FLOORS AND WALLS

LANEWAY, LOBBY AND PODIUM - SMOOTH FINISH



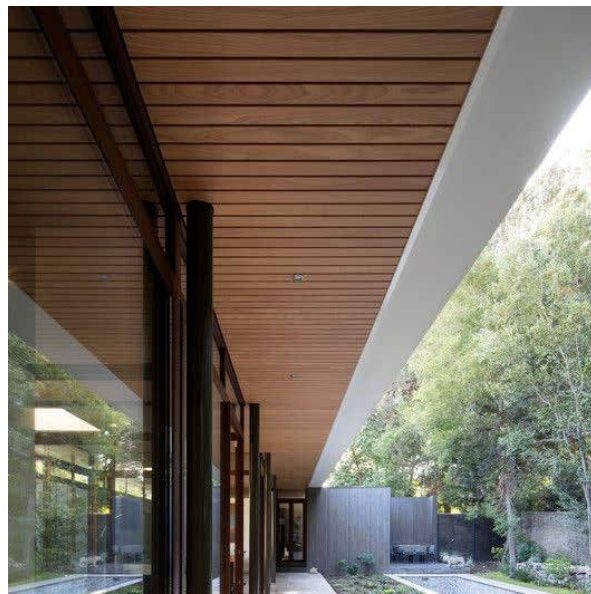
FACADE SCREENING

SCREENS CARPARK LEVELS - VERTICAL ALUMINIUM BATTENS - POWDER COATED



FACE BRICK

LANEWAY ENTRIES AND PLANTER WALLS - LIGHT COLOUR



TIMBER BATTEN CEILING

LANEWAY - RECESSED INTO SLAB



SALVAGED BRICK FROM PREVIOUS STRUCTURE

LANEWAY - LAID OVER ORIGINAL BUILDING FOOTPRINT



HORIZONTAL WALL BANDING

PODIUM LEVELS (NORTH FACING FACADE) - HORIZONTAL GROOVES

MATERIALITY



HANGING PLANTERS
THROUGHOUT BUILDING



CONCRETE BALCONY WALLS
CURVED AND STRAIGHT WALLS - PAINT FINISH



ALUMINIUM CLAD WALLS
SEPARATING ADJACENT APARTMENT BALCONIES - NEUTRAL COLOUR



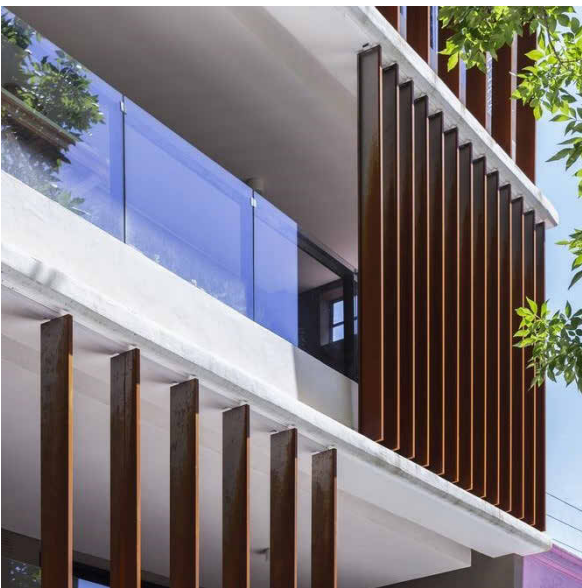
STONE PAVEMENT
POOL PODIUM AREA - LIGHT COLOUR



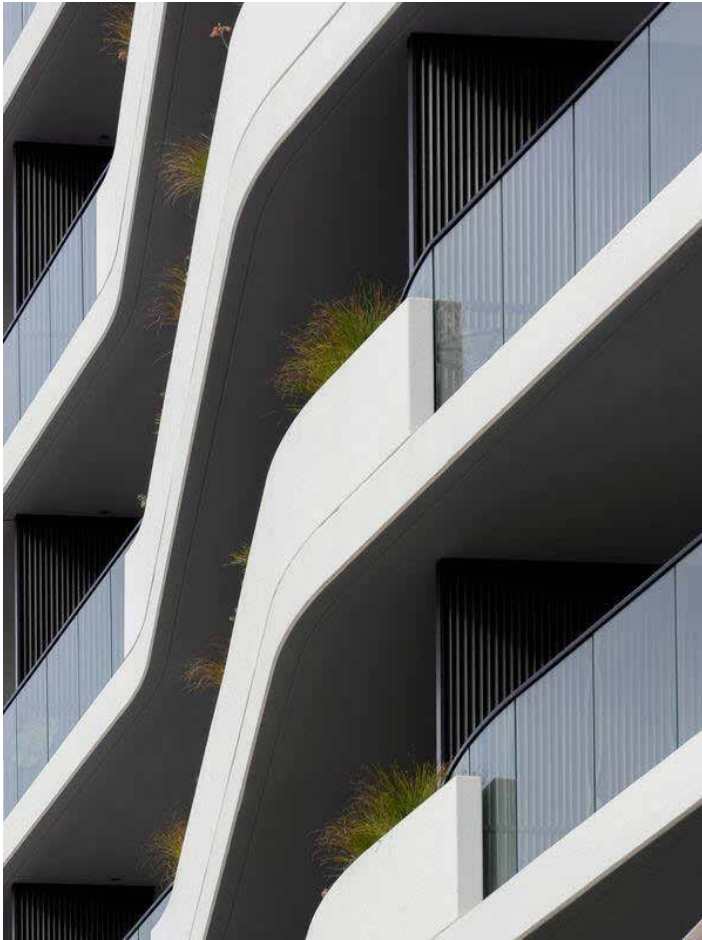
RENDERED BLOCK WALLS
PAINT FINISH



GLASS BALUSTRADE
APARTMENT BALCONIES AND LANEWAY - FRAMELESS WITH HANDRAILS

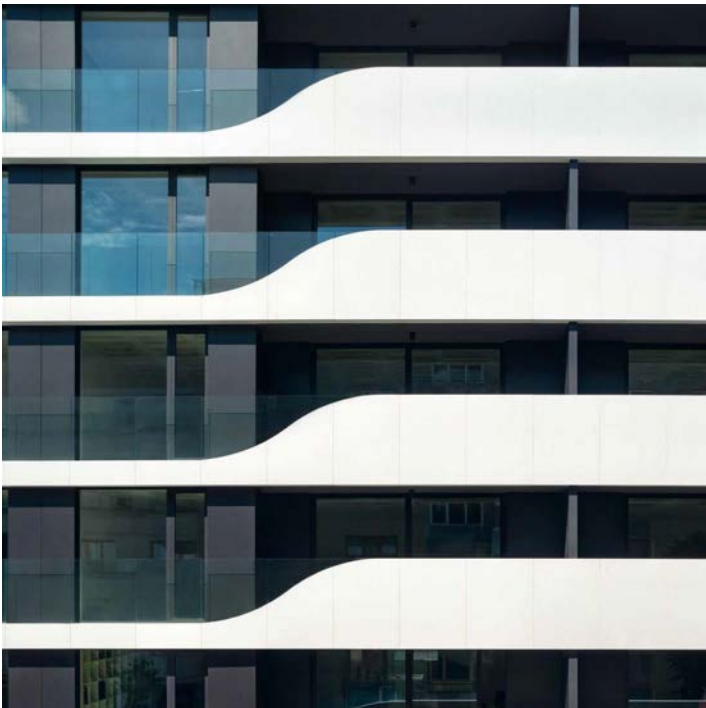
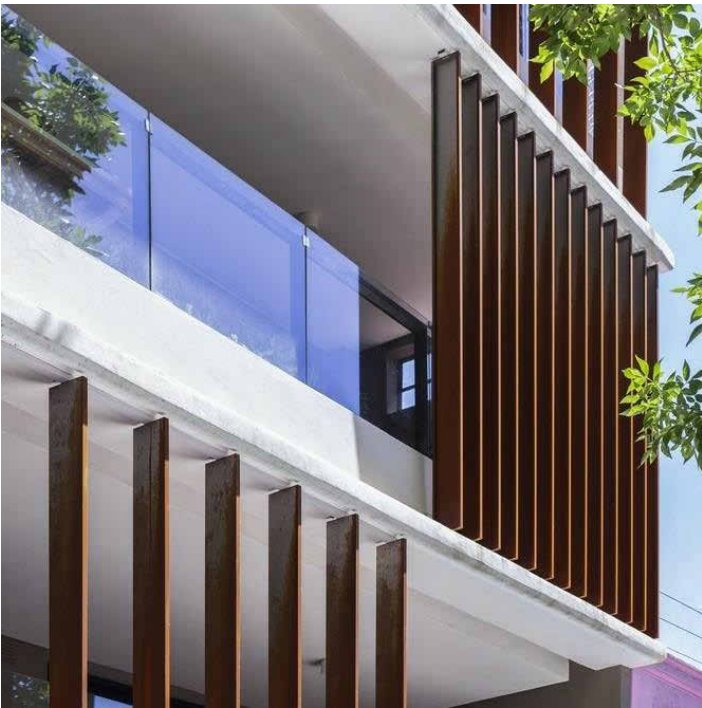


VERTICAL BLADES
FACADE FEATURE - POWDER COATED ALUMINIUM



FORM & ARTICULATION

The design features curved edges and a wave-like form, creating a modern and dynamic aesthetic with distinctive character. Contrasting colours enhance visual impact, while neutral materials balance the palette, ensuring timeless appeal. Privacy is seamlessly integrated, reinforcing both functionality and style.



CITYSCAPE & BUILT FORM

SURROUNDING TYPOLOGIES

The surrounding area is shifting from its historic mix of light industrial and commercial uses toward medium to high-density residential development, reflecting broader urban renewal trends in Woolloongabba. Recent and proposed projects indicate a clear move toward mixed-use precincts with residential towers, retail activation and improved public realm interfaces.

However, there is a notable lack of publicly accessible open space, placing pressure on future developments to incorporate communal areas, landscaped podiums or rooftop gardens. As the precinct transitions, urban design strategies will need to balance increased density with livability, green relief and pedestrian-friendly connections.

LEGEND

- INDUSTRIAL / COMMERCIAL
- RESIDENTIAL
- RETAIL
- OPEN SPACE
- POTENTIAL FUTURE DEVELOPMENTS



CITYSCAPE & BUILT FORM

TRANSPORT & PERMEABILITY

Surrounding transport

The site benefits from strong transport connections, with proximity to major corridors such as Logan Road, Ipswich Road and the Pacific Motorway, as well as access to the Woolloongabba Busway and the future Cross River Rail station. This provides high public transport accessibility, reducing reliance on private vehicles.

Permeability within the immediate precinct is improving through urban renewal projects, yet pedestrian links and active street edges remain fragmented. Future development should enhance walkability, integrate cycle paths, and strengthen connections between Logan Road, Balaclava Street and surrounding public transport nodes.

LEGEND



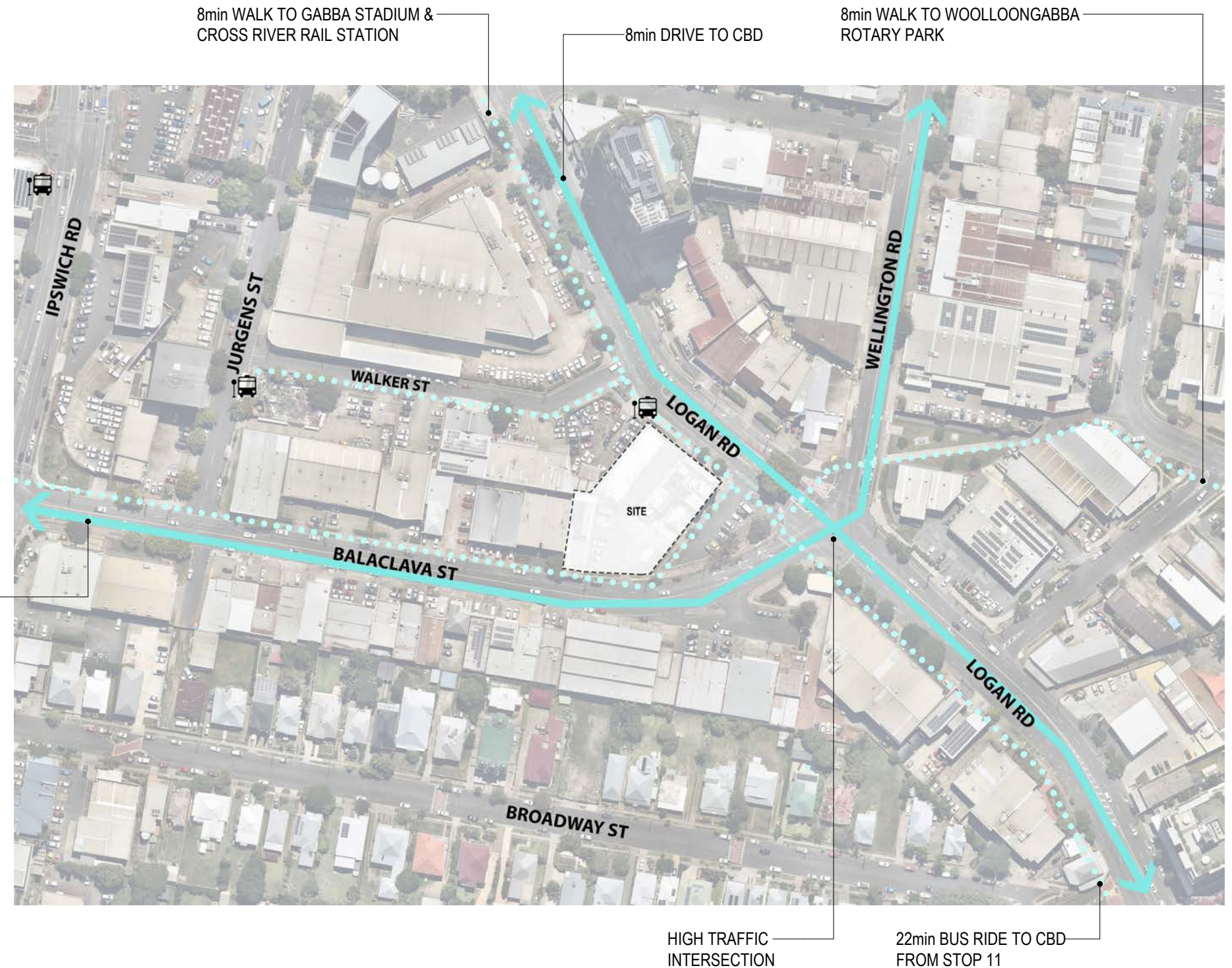
KEY ROUTES



PEDESTRIAN CONNECTION



BUS STOP



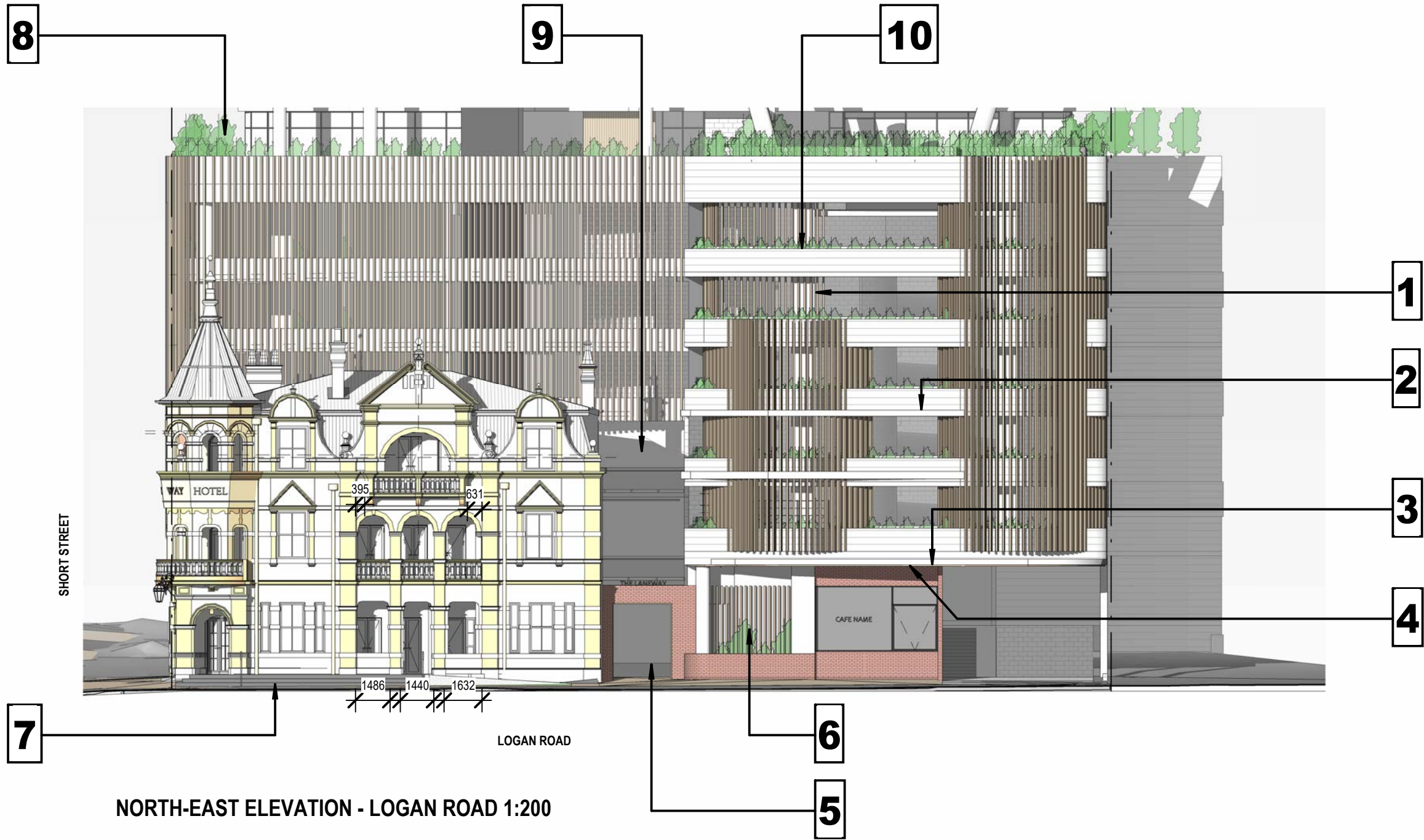
STREETSCAPE

HERITAGE DESIGN RESPONSE

- 1. VERTICAL SCREENING TO PODIUM PARKING ALLOWS VENTILATION
- 2. PODIUM PELMET DESIGN ESTABLISHES A VISUAL CONNECTION TO HERITAGE BUILDING THROUGH CONTINUATION OF KEY HORIZONTAL LINES
- 3. AWNING OVER SHOPFRONT SERVICE AREA PROVIDES PROTECTION AND PROMOTES STREET ACTIVITY
- 4. HIGH CEILING TO STREET LEVEL ALLOWS WINTER SUN INTO COMMUNAL AREAS
- 5. LANEWAY ENTRY POINT ACTIVATES STREET & PUBLIC SPACE AND PROVIDES A NATURAL SEPARATION TO THE HERITAGE BROADWAY HOTEL
- 6. BATTEN SCREEN FENCING
- 7. NEW STAIRS TO HOTEL ENTRANCE
- 8. LANDSCAPED PLANTERS TO COMMUNAL PODIUM
- 9. VOID CREATES CLEAR DISTINCTION BETWEEN OLD AND NEW, RESPECTING THE CHARACTER & SCALE OF THE HERITAGE BUILDING
- 10. EXPRESSED PLANTERS TO PODIUM PARKING PROVIDES VISUAL AMENITY AND INCREASES BUILDING HEAT REFLECTIVITY

STREETSCAPE RESPONSE

The proposal strengthens the Logan Road frontage by balancing heritage and contemporary design. The heritage hotel remains the focal point, with podium articulation and awnings aligning to its scale and rhythm. Ground-level activation, wide footpaths, and laneway connections enhance pedestrian amenity and street activity. High street-level ceilings improve daylight and openness, while screening, planters, and landscaped podiums soften the built form. Expressed voids and setbacks ensure clear distinction between old and new, creating a cohesive and active streetscape.



NORTH-EAST ELEVATION - LOGAN ROAD 1:200

STREETSCAPE

HERITAGE DESIGN RESPONSE

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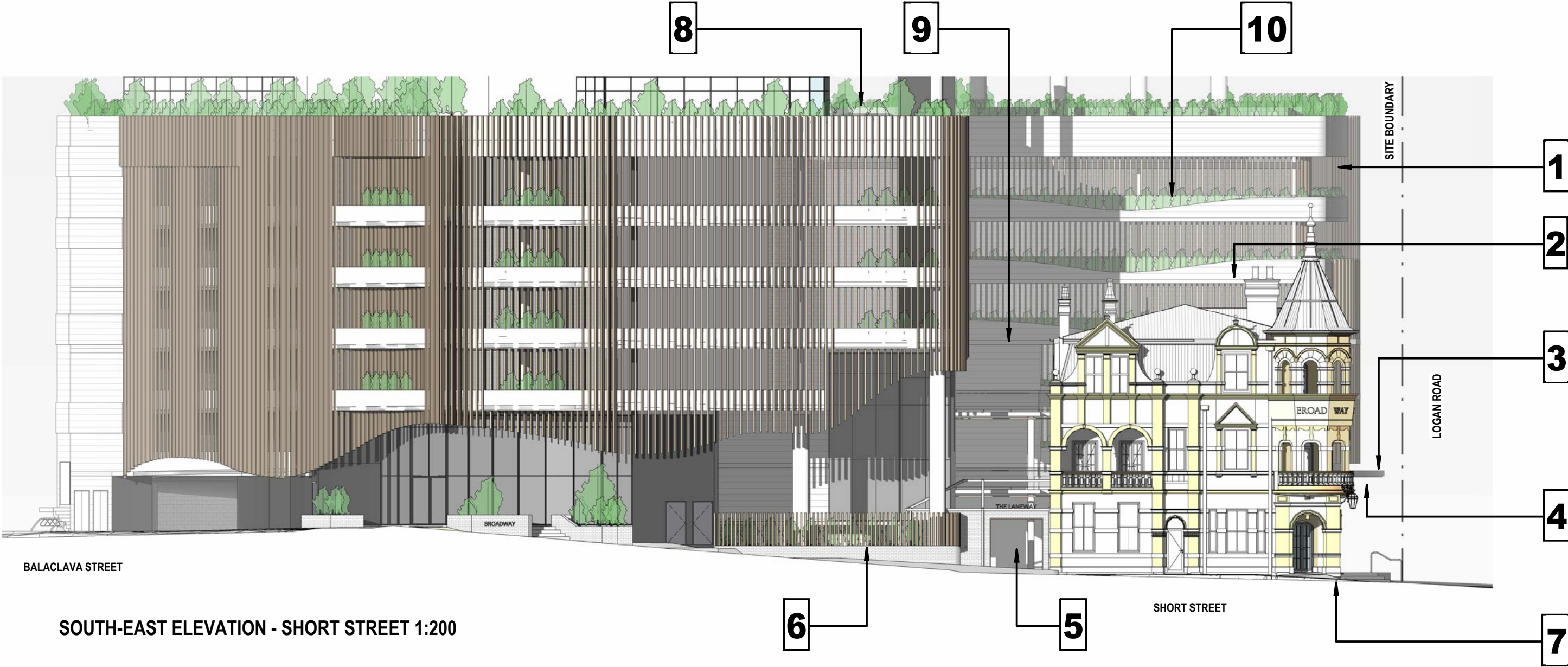
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SOUTH-EAST ELEVATION - SHORT STREET 1:200

VIEWS



CONTEXT 1:1000



1. BALACLAVA ST - LOOKING NORTH WEST TOWARDS THE SITE

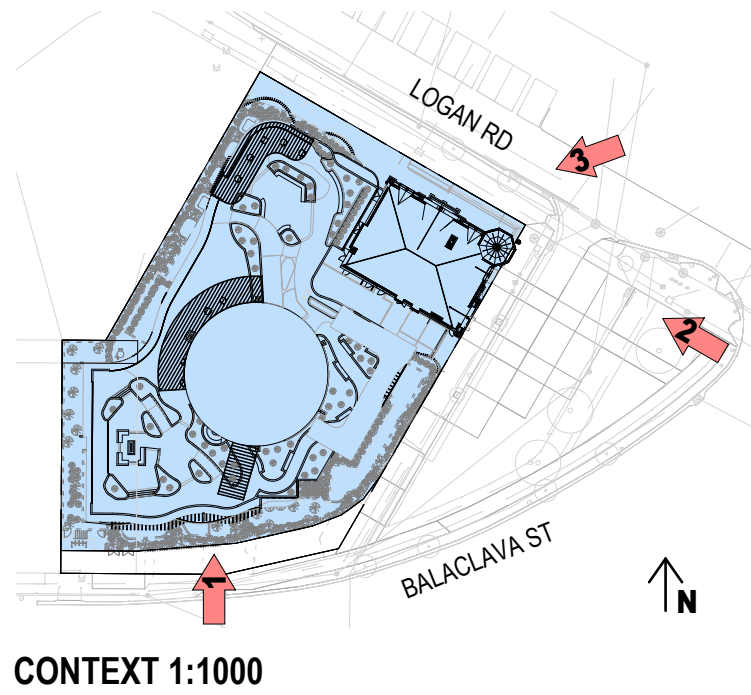


2. BALACLAVA ST - LOOKING WEST TOWARDS THE MAIN RESIDENTIAL ENTRY



3. BALACLAVA ST - LOOKING NORTH WEST TOWARDS THE SITE

VIEWS



1. BALACLAVA ST - LOOKING NORTH TOWARDS THE SITE

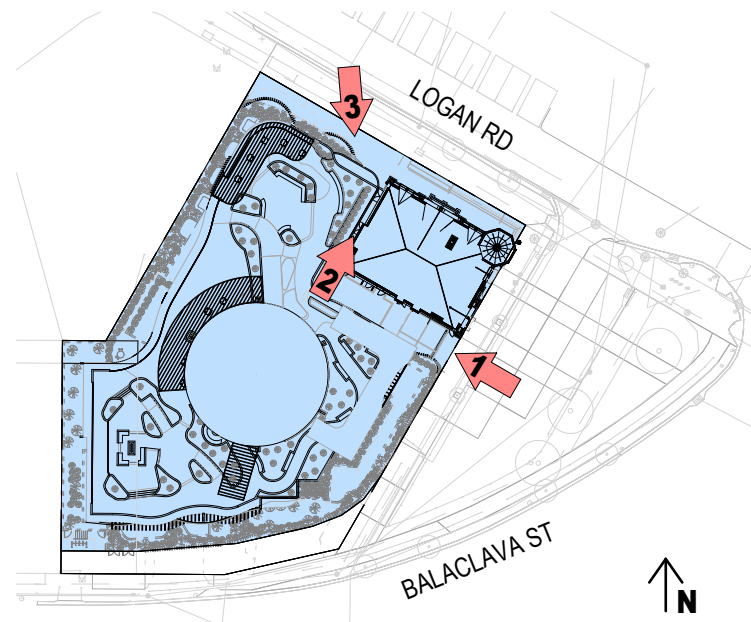


2. BALACLAVA ST - LOOKING WEST FROM THE PARK TOWARDS THE SITE



3. LOGAN RD - LOOKING SOUTH WEST TOWARDS THE SITE

VIEWS



CONTEXT 1:1000



1. BALACLAVA ST - LOOKING NORTH WEST TOWARDS THE LANEWAY ENTRY

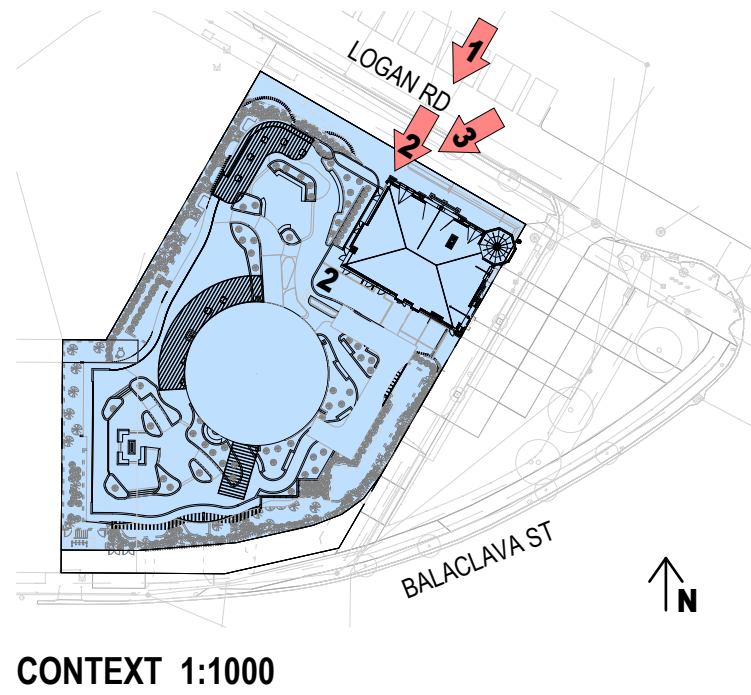


2. PROPOSED BALCONY - LOOKING NORTH EAST ABOVE THE LANEWAY



3. LOGAN RD - LOOKING SOUTH EAST TOWARDS THE EXISTING PUB & PROPOSED TENANCIES

VIEWS



1. LOGAN RD - LOOKING SOUTH WEST TOWARDS THE SITE



2. LOGAN RD - LOOKING SOUTH WEST TOWARDS THE SITE



3. LOGAN RD - LOOKING TOWARDS THE LANEWAY OF THE PUB & PROPOSED TENANCIES

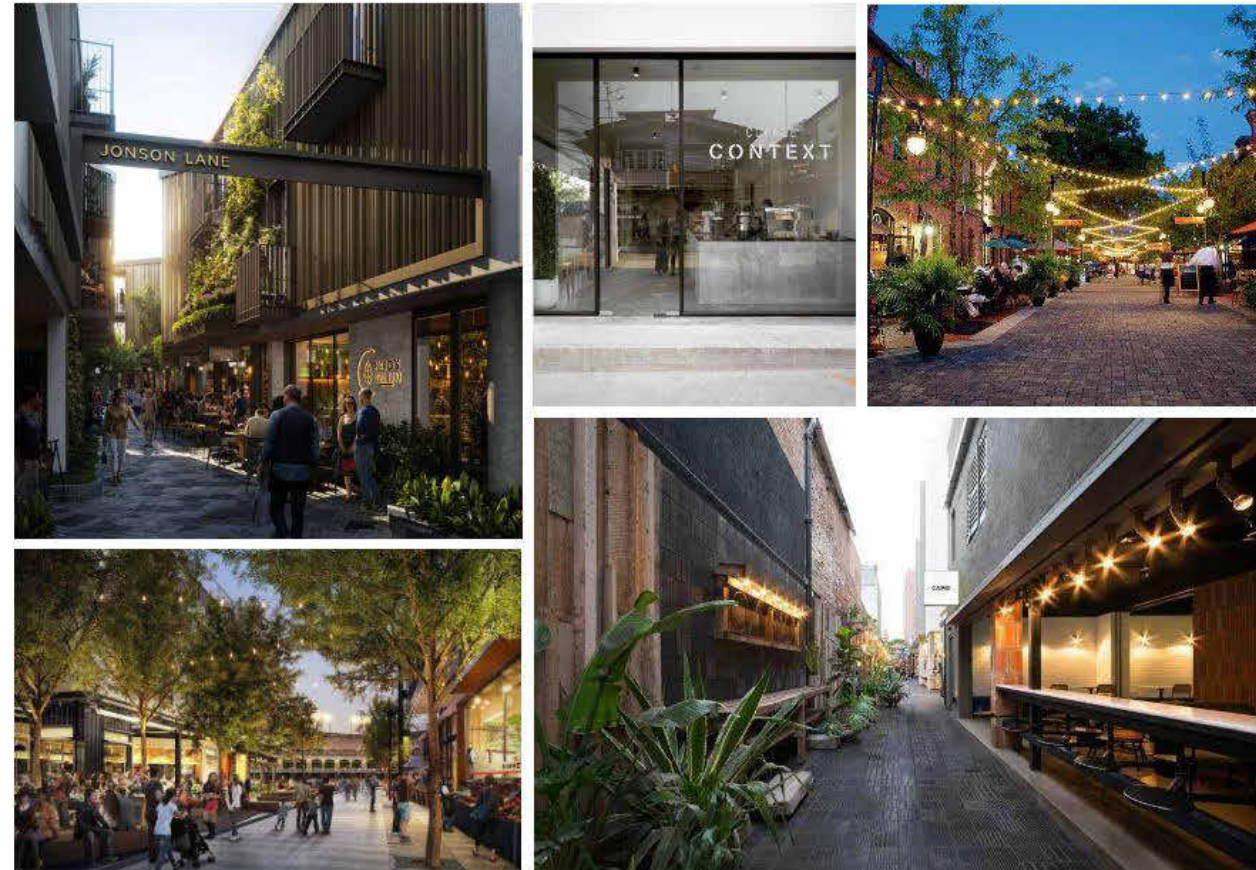
PUBLIC REALM & CONNECTIONS

LANEWAY PUBLIC LINK

Integrating a laneway is a key move to unlock the site's potential, enhancing public realm and connecting heritage with new development. The concept anticipates a lively pedestrian link, with a café anchoring the street edge to invite movement inward. At its heart, an outdoor bar and courtyard provide shaded, social spaces between old and new structures. This approach not only activates the ground plane but also reinforces a human-scaled, character-rich environment that celebrates the site's heritage while supporting contemporary urban life.

The laneway design emphasises permeability, activation, and comfort, transforming a transitional space into a vibrant urban connector. Paving, lighting, and landscaping guide movement while creating moments for pause and interaction. Seating edges, greenery, and shade structures soften the hardscape, providing passive cooling and year-round usability.

At key points, framed views highlight the heritage façade, reinforcing its prominence within the experience. Small-scale tenancies, such as a café and outdoor bar, spill into the laneway, creating a lively edge condition. The result is a pedestrian-focused spine that not only links old and new but also functions as a destination in itself.



OUTDOOR SPACES & GREENERY

The laneway between the heritage building and proposed development creates a valuable outdoor space that encourages pedestrian movement, social interaction, and passive cooling. A café at the laneway entrance activates the street edge, inviting people in, while an outdoor bar and courtyard between the old and new buildings fosters a lively, shaded gathering space. This design encourages outdoor living, creating a welcoming, human-scaled environment that celebrates both heritage and contemporary architecture.

